

COURSE DESCRIPTION SHEET

NOTE: If the course includes lectures and classes, the Course Description Sheet applies to both types of instruction.

1. Course title: **Design Thinking**

2. Course code ...

Number of ECTS credits 4

Course completion mode ...

Course commenced / Year ...

3. Faculty:

4. Major: IB

5. Department of Major Coordinator: Consumer Research

6. Name of course instructor: Lecture ... **Martin Dominguez Ball**

Classes...

Lab classes ...

Examiner Martin Dominguez Ball

7. Department of course instructor:

8. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	30	
classes		
foreign language classes		
lab classes		
seminars		
other		
Total hours	30	
examination (hours)	1	

9. Course timeframe (no. of semesters) ... 1

Course commencement / Year 2020/21

Course commencement / Semester/ Summer

10. Level of tertiary education: master and bachelor...

11. Course status

Compulsory for the major...

Compulsory for the specialization ...

X Elective ...

12. Course prerequisites None

Compulsory:

Recommended:

13. Course objectives:

1- Understand the fundamentals of Design Thinking and the tools, techniques and language associated with the process.

2- Learn and understand about human-centered design methodology and their real-world business applications.

3- Understand design thinking as a different approach to problem solving not as a replacement of

previous business knowledge.

4- Understand current state and properly define problems using empathy and visualization.

5-Practice ideating

6- Experience the power of rapid prototyping and delivering proof of concepts that resonate and encourage feedback in order to better understand and improve product and customer experience.

7- Understand and embrace the importance of “fail early and often” as a method of minimizing cost and risk during prototyping

14. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lecture	Design Thinking cases and tools	10	
2.	Group work	Discussions, Brainstorming and hands on activities based on class topic	20	
3.				
...				
Total			AS:30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Readings / reflections	Articles on Design Thinking	10	
2.	Research	Research based on class project	30	
3.	Experiential Learning	Field work based on class project	30	
...				
Total			BS:70	BN:

Total AS+BS = 100.....

Examination (E) = 1.....

Total AS+BS+E= 101.....

Total AN+BN =

Examination (E) =.....

Total AN+BN+E =

15. Key words: Human Centered Design, Design Thinking, Wicked Problems, Ideating, Prototyping

16. Course content:

- 1.Introduction to Design Thinking
- 2.Wicked Problems
3. Design Thinking Tools and case studies
4. Ideating
5. Prototyping
6. Term project on a human-centered problem
7. Readings and written reflections

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17 Course learning outcomes as related to the learning outcomes of the major and methods for assessing their attainment

Students will have a better understanding of Human centered design. Students will also gain knowledge in a variety of design-based tools and techniques to clarify and solve human-centered organizational, business, and public service challenges using effective tools for innovation and transformation.

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing learning outcomes achieved in the course	Documentation
<u>Knowledge</u>			
IB2_K01 IB2_K06	1.What is Design Thinking 2. How does design thinking apply to real world problems 3. How to identify wicked problems 4. Learn the importance of empathy in order to solve human-centered problems ...	On-line discussion On-line discussion On-line discussion On-line discussion	Discussion Transcripts Discussion Transcripts Discussion transcripts Discussion transcripts
<u>Skills</u>			
IB2_S06	1.Qualitative research methods 2. Brainstorming 3- Ideating 4- Prototyping 5- Presentation ...	In-class exercises In-class exercises In-class exercises In-class exercises In-class exercises	Hand in work Pictures and hand in work Hand in work Pictures Collected in a flash-drive
<u>Social competences</u>			
IB_C05	1. The ability to successfully work in groups 2. Communication, planning and executing a group project ...	Observation and monitoring group /class dynamics	Peer assessment

18. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Homework/research	Reading assignments and field work	45%
2.	Presentation	Final presentation and documentation of work	45%
3.	Attendance/ class participation	Level of engagement by student in the classroom	10%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

19. Reading list I will provide it for the students according to what we are covering in class.

Mandatory readings:
Suggested readings:

20. Language of instruction: English

21. Course instructors' recommendations: