The Lee Kong Chian School of Business
Academic Year 2023/24
Term 2

MGMT318   DESIGN THINKING AND INNOVATION

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COURSE DESCRIPTION

Design Thinking is a human-centric, interdisciplinary approach towards innovation that aims to help companies and startups, change and innovate. This course introduces Design Thinking (similar to the IDEO approach) and its application to developing new "things" (i.e. products, services, experiences and business models). The course is divided into four main aspects, all interconnected but separately emphasized: (1) design methodologies (e.g. ethnographic research, brainstorming, prototyping), (2) the "thing" to be designed (3) attitudes and behaviors and (4) design contexts. Design contexts refer to the broader emerging context for designs and business, specifically, society (including different cultures and the poor), and the physical environment. Learning will be primarily experiential in nature – through class discussion, group exercises, and a team project. Guest speakers with practical experience in Design Thinking may be invited as well.

LEARNING OBJECTIVES

By the end of this course, students will be able to:
- Apply design methodologies to designs "things".
- Develop an understanding of how businesses can be "designed" using the same design methodologies in order to implement the designed "things".
- Develop an appreciation of how to create designs for broader and varying contexts, that is, to be sensitive to human, societal needs and the physical environment.

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

1.	Class participation	– 20%
2.	In-class exercises	– 10%
3.	Group project	– 40%
4.	Peer evaluation	– 5%
5.	Final individual test	– 25%

INSTRUCTIONAL METHODS AND EXPECTATION

The learning in this class will be roughly split into lecture/discussion, in-class exercises and project work. Learning will primarily be experiential in nature – through case analyses, exercises, and a team project. The project component may have a real client (either of a for-profit or non-profit nature), so it is possible to expect considerable use of time for projects in this course as well as to have a serious nature to the project. Students will spend substantial time in the field performing observations, interviews, prototyping and testing solutions. Teams of five to six students will be formed for the project, for a total of eight teams. **Please note that we will form the teams to ensure diversity.** Note that grading will depend as much if not more on the students' application of principles and thinking as well as on the actual output.

RECOMMENDED TEXT AND READINGS

Tim Brown (2019). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Revised and updated.* Harper Collins.

Rossman, J. Robert; Duerden, Mathew D. (2019). *Designing Experiences.* Columbia University Press.

Readings will also be drawn from other books and articles.

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at https://oasis.smu.edu.sg/Pages/DOS-WKLSWC/UCSC.aspx.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: DSS@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

WEEKLY SCHEDULE (note: topics are subject to change depending on SMU-X client)
1. Introduction, course overview
2. Design Thinking process – Empathize
3. ***Group project kick-off (client site visit if appropriate)***
4. Design Thinking process – Ideate
5. Design Thinking process – Prototype & Validation
6. ***Project interim presentation 1***
7. Designing experiences
8. *Recess week*
9. ***Project interim presentation 2***
10. Designing businesses and startups
11. Creative Confidence
12. Design for Good
13. ***Project final presentation***
14. No exam