MINOR

INNOVATION & DESIGN THINKING

Design Thinking

SPEAKERS:

Eric Guerci
Associate professor of Economics, Université Côte d'Azur

✉ eric.guerci@univ-cotedazur.fr

TEACHING OBJECTIVES:

Design Thinking is the innovation process developed at Stanford, which was pioneered by IDEO and has fuelled much of the entrepreneurial culture of Silicon Valley. At the heart of the process is the notion that in order to innovate, it is necessary to connect with people, understand the real needs of the user and explore the whole context of the project with a constant attitude towards research, undertaking a non-linear journey characterised by uncertainty and the freedom to make mistakes and create new ideas.

The best way to internalise the process and its instruments - and to get used to dealing with the ambiguity and uncertainty that characterise it - is to experience it, to face and solve the challenges, the real challenges of innovation.
The participant:

-   discover Design Thinking through an introductory overview of the methodology in the context of product, service and/or organisational process innovation through a co-design approach.
-   test the methodology and tools on a real challenge.
-   design one or more innovative solutions in response to the defined challenge.

PREREQUISITES:

This course does not require any prerequisites except a very good English proficiency.

COURSE SUMMARY:

During the workshop, **we will altern short presentations, case study discussions and practical teamwork; activities will be carried out in teams of 4-5 people**, according to an identified challenge.
In detail, the workshop will be divided into several phases:

- introduction to the methodology of Design Thinking and co-design;
- presentation of the process and the main tools;
- presentation of the challenge to the teams;
- coaching and mentoring of the work teams' activities (needs research, design, prototyping, testing, iteration).

PLAN / SUMMARY:

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ASSESSMENT & GRADING:

General behaviour (engagement throughout the session, diligence, punctuality, …), 21st century skills (creativity, complex problem solving, critical mindset, communication, …), final exam quiz.