IB263-15 Design Thinking for Digital Innovation

24/25

Department
Warwick Business School
Level
Undergraduate Level 2
Module leader
Bo Kelestyn
Credit value
15
Module duration
10 weeks
Assessment
Multiple
Study location
University of Warwick main campus, Coventry

Description

Introductory description

The main aim of this module is to offer a broad perspective on design thinking and digital innovation. More specifically, students will:

- assess frameworks, tools and mindsets for understanding design led innovation
- explore the touchpoints between the organising logic of digital innovation and the principles of human centered design
- consider design as a tool for technological innovation

Module web page

Module aims

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Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The main aim of this module is to offer a broad perspective on design thinking and digital innovation. The sessions cover:
Introduction, key concepts, tensions, and cases of design thinking and digital innovation
Designing digital innovations: design inquiry and innovation insights gathering techniques
Practical design workshops
Managing and scaling digital innovations

Learning outcomes

By the end of the module, students should be able to:

- Understand frameworks for innovation in digital service and product settings
- Understand the organising logic of digital innovation and its implications for managing digital ventures
- Understand design as a tool for technological innovation
- Choose and apply relevant theoretical frameworks to analyse specific cases.

Indicative reading list

Boland, R.J., and Collopy, F. 2004a. "Design Matters for Management," in: Managing as Designing, R.J. Boland and F. Collopy
(eds.). Stanford, CA: Stanford University Press, pp. 3-18.
Boland, R. J., and Fred Collopy. 2004b "Toward a design vocabulary for management." Managing as designing (2004): 265-276.
Felin, T., and Zenger, T.R. 2014. "Closed or Open Innovation? Problem Solving and the Governance Choice," Research Policy
(43:5), pp. 914-925.
Kolko, J. 2015. "Design Thinking Comes of Age," Harvard Business Review (September), pp 66-71.
Liedtka, J., and Ogilvie, T. 2010. "Ten Tools for Design Thinking " Darden Business Publishing (Case: UVA-BP-0550).
Martin, R. 2009. "Transforming the Corporation: The Design of Procter & Gamble - How Design Thinking Turned the Business
Around " Harvard Business Case (Case: 5502BC The Design of Business: Why Design Thinking Is the Next Competitive
Advantage).
Morgan, L., and Finnegan, P. 2014. "Beyond Free Software: An Exploration of the Business Value of Strategic Open Source," The
Journal of Strategic Information Systems (23:3), pp. 226-238.
Quah, D. 2003. "Digital Goods and the New Economy," in New Economy Handbook, D. Jones

(ed.). Academic Press Elsevier
Science, pp. 289-321.
Saebi, T., and Foss, N.J. 2014. "Business Models for Open Innovation: Matching Heterogeneous Open Innovation Strategies with
Business Model Dimensions," European Management Journal (33:3), pp. 201-213.
Thomke, S., and Feinberg, B. 2009. "Design Thinking and Innovation at Apple " Harvard Business Case (Case: 9-609-066).
Yoo, Y., Henfridsson, O., and Lyytinen, K. 2010. "The New Organizing Logic of Digital Innovation: An Agenda for Information
Systems Research," Information Systems Research (21:4), pp 724-735.
Yoo, Y., and Kim, K. 2015. "How Samsung Became a Design Powerhouse," Harvard Business Review (September), pp 72-78.

Subject specific skills

To review key challenges in effectively designing digital innovations.
Experiment with and reflect on digital innovation and digital transformation to find sustainable solutions or to create sustainable value To be able to present a technology proposal, highlighting strengths and weaknesses of designs leading to a balanced view and recommendation.

Transferable skills

Learn how to conduct design inquiry.
Practice and demonstrate key transferable employability skills, in particular effective teamwork, effective
communication skills and an appreciation for the need of social and environmental sustainability, underpinned by
ethical considerations

Study

Study time

Type	Required
Tutorials	20 sessions of 1 hour (13%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	46 hours (31%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A4

	Weighting	Study time
Individual Assignment	70%	51 hours
Group Video	20%	15 hours
Group Video		
Participation	10%	8 hours

Assessment group R2

	Weighting	Study time
Individual Assignment	70%	
Individual Assignment	30%	
Replaces Groupwork and Participation		

Feedback on assessment

Individual written feedback Oral and written feedback for design project.

Availability

Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)

    - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
    - Year 3 of L1CA Economics, Psychology and Philosophy
    - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
    - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
    - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
    - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
    - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
    - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
    - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
    - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
    - Year 2 of L1CA Economics, Psychology and Philosophy
    - Year 3 of L1CA Economics, Psychology and Philosophy
- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list A for:

- Year 3 of UESA-HN15 BEng Engineering Business Management
- Year 4 of UESA-HN13 BEng Engineering Business Management with Intercalated Year

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)