

IB263-15 Design Thinking for Digital Innovation

26/27

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

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

Module aims

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

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

[Reading lists can be found in Talis](#)

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 A5

	Weighting	Study time	Eligible for self-certification
Individual Assignment	70%	51 hours	Yes (extension)
Group Video	20%	15 hours	No
Participation	10%	8 hours	No

Assessment group R3

	Weighting	Study time	Eligible for self-certification
Individual Assignment	70%		Yes (extension)
Individual Assignment	30%		Yes (extension)
Replaces Groupwork and Participation			

Feedback on assessment

Individual written feedback Oral and written feedback for design project.

Availability

There is currently no information about the courses for which this module is core or optional.