IB9SA-15 Design Thinking

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Daniella Badu
Credit value
15
Module duration
9 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module is designed to guide the MSMS students through the process of product ideation to creation. It will develop students' appreciation and understanding of the contribution that service and product design makes to organizational success

Module web page

Module aims

This module will:

Provide students with an opportunity to examine different design concepts and methodologies for generating ideas.
Give students an understanding of the scope and content of design.
Hone students’ critical thinking skills by looking at the value, use and effective application of design thinking ideas in organizations.
Develop student’s understanding of the various normative design process models.
Explore information requirements that enables creative decisions.
Provide insights into the management of professional designers, as well as the content of a design brief.
Explore the dilemmas of the design/business interface.

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.

Design definitions and management processes
Overview – what is design?
Design as a management process
Designing for competitive advantage
Generating ideas through design thinking.
Using design to create new meanings.
Using design to solve complex problems.
Managing creativity.
Approaches to innovation.
Design as strategy.
Organizational ambidexterity.
New product design
New service design
Impact of design on performance.

Learning outcomes

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

- Define the main concepts of design, design thinking, and design as a process.
- Explain why design and design thinking are important for organizations.
- Identify the tensions that exist between design functions and other organizational departments.
- Explain the difference in the role of design for incremental versus radical innovation.
- Analyse and evaluate design thinking as an integrative process.
- Critically apply the eight core design thinking characteristics.
- Critically compare and contrast the benefits and limitations of each type.

Indicative reading list

Reading lists can be found in Talis

Research element

Demonstrate research skills to gain sufficient information to be able to meaningfully demonstrate how design thinking can be adopted to gain competitive advantage

Subject specific skills

Compare and evaluate different approaches to New Product/Service Development Processes (Stage-Gate, Iterations, Behavioral).

Effectively deploy design management tools and techniques.
Define and analyze the main types of innovation (radical vs. incremental; disruptive; user driven, user generated, and user-centred).
Evaluate the impact of design on performance (social, environmental, and financial).

Transferable skills

Demonstrate written communication skills.
Demonstrate problem solving skills.
Demonstrate leadership, team building and project management skills.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Supervised practical classes	(0%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures

Other activity description

9 x 2 hrs workshops

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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)
Reassessment component is the same			
Assessment component			
Group presentation (max 20 mins)	20%	14 hours	No
Reassessment component			
Individual Assignment			Yes (extension)

Feedback on assessment

via my.wbs

Availability

Courses

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- TIBS-N2N3 Postgraduate Taught Management
    - Year 1 of N2N3 Management
    - Year 1 of N2N4 Management (Elite Sports Management)