

# Design Thinking

Prepared by Dr. Aya Mohamed

ENT 621

Master of Entrepreneurship (semester 2)

**Orientation Lecture**

This overview course is designed to focus on the customers, the design thinking is used as an approach to provide creative solutions to the events and future improvements.

Through the project-oriented cooperation, in the course, You will understand the basic theories and knowledge of design thinking, aware and master the tools and principles of design thinking, and their application.

project-oriented

Basic theories and  
knowledge

Tools of DT

- Understand the concepts of design thinking approaches
- Create design thinking teams and conduct design thinking sessions
- Apply both critical thinking and design thinking in parallel to solve problems
- Apply some design thinking concepts to their daily work
- Use the design process as a tool for innovation.

Team Building

Brainstorming

Innovation



## Course Objectives

- Develop professional skills in customer management and communication.
- Demonstrate the value of developing a local network and assist students in making connections with the business community.
- Develop a portfolio of work to set them apart in the job market.
- Provide an authentic opportunity for you to develop teamwork and leadership skills.



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# Design Thinking

3 Credit Hours

ENT 621

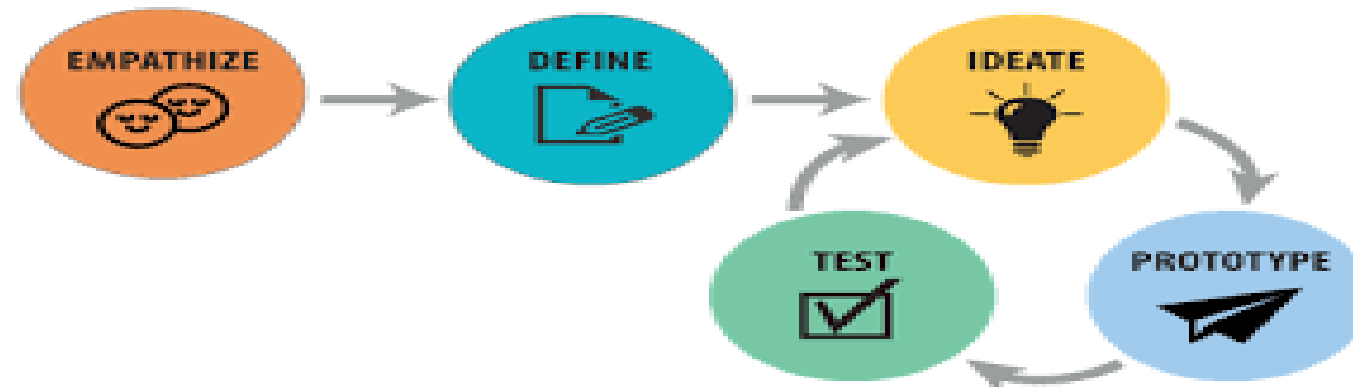
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[www.esu.ac.ae](http://www.esu.ac.ae)

- Design Thinking Overview
- General Approaches to Design Thinking
- A Design Thinking Approach in Stages
- Design Thinking Techniques
- Journey mapping and ideation
- Introduction to Ideation and Prototyping Strategies
- Communicating ideas and effective storytelling
- General Design Thinking Practices



## Learning Outcomes:

- What design thinking is and when to use it
- How to use design thinking to generate innovative ideas
- How to be prepared when opportunity arises
- How to take the many ideas you generate and determine which ones are likely to produce specific, desired outcomes
- Develop a strong understanding of the Design Process and how it can be applied in a variety of business settings

## Learning Outcomes:

- Learn to research and understand the unique needs of a company around specific challenges
- Learn to build empathy for target customers from different “cultures”
- Learn to develop and test innovative ideas through a rapid iteration cycle
- Learn how to create physical prototypes / a visual representation of an idea
- Develop the willingness to take a risk and the ability to deal with failure

# Teaching Strategy & Methodology

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## Flipped Learning



Online Recorded lectures

## Online Discussions



- Students can view from home to substitute lecturing in the classroom
- **FLIP** represent the four pillars included in this type of learning:  
Flexible environment, Learning culture shift, Intentional content, and Professional educator.

Flexible  
Environment

Learning  
Culture shift

Intentional  
content

Professional  
educator

- Allows for more time in class to be devoted to **active learning** rather than instruction
- Different strategies and methodologies will be applied through the online discussions.



# Assessment Methodology

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## Assessment Structure

### Short Exams

Post  
Lecture

10 short  
exams = 80

### End Semester Exam

End of  
semester

1 Exam  
= 20



**Recommended Textbooks**

**Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown**

**Design Thinking By Thomas Lockwood**

## History of Design Thinking



While the concepts that come together in design thinking have existed forever, the modern strategy has its roots in the study of creative techniques from **the first half of the 20th century**.

In the 1970s, works like The Universal Traveler, by Don Koberg and Jim Bagnall, as well as Dilemmas in a General Theory of Planning, by Rittel and Melvin Webber, helped to further define a discipline of design that applied to broad and multi-disciplinary problems

Then, in the 1980s and 90s, **human-centered design** came to the fore, punctuated by the first symposium on Research in Design Thinking, held at Delft University, Netherlands,

- as well as by the formation of IDEO — the organization that is today closely associated with the codified discipline of Design Thinking, since popularized as a generalizable approach to problem solving by Stanford University's d.school, starting in 2005.

In 2010, the LUMA Institute was founded based on the idea of teaching human-centered design to organizations around the world, with the development of the LUMA System of Innovation.

This system and approach is now part of Mural, where we are continuing to drive the evolution of visual collaboration and design thinking practices through collaborative intelligence.



## History of Design Thinking

**Thank You**