GB 101: Design Thinking for Innovation
MANAGEMENT

The world is unpredictable and ambiguous. Design thinking is a method of applying a set of tools and attitudes to navigate this complex environment and create positive change. You immerse yourself in a problem space, thinking creatively around pain points and opportunity areas, then iteratively prototyping totally new solutions. Focused on listening, user empathy, whole-brain thinking, collaboration, and experimentation, design thinking can be applied within any team and in any field — from architecture and design to health care and product development. Everything from the Swiffer to the Apple Watch has been a result of design thinking, and the techniques and tools can also be applied to problems in the nonprofit and public sectors.

In this course, you will gain design abilities, develop your personal design process through real-world applications, immerse yourself in other people's lives and communities, and embrace the ambiguity and failure of real life as you design a project that will leave you confident in your ability to drive innovation throughout your life.

3 Credits

Instruction Type(s)

- Lecture: Lecture for GB 101
- Lecture: Web-based Lecture for GB 101

Subject Areas

- Business Administration and Management, General

Related Areas

- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- Operations Management and Supervision
- Project Management