THE UNIVERSITY of
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Ent 351: Design Thinking for Innovation
Management

In this course, we provide an overview of design thinking and work with a model containing four key questions to help you understand design thinking as a problem-solving approach. Learn how to identify hidden customer needs and improve the customer experience through interviews, journey mapping, and prototyping. Through interactive lectures, dynamic discussions, readings, in-class exercises, and a real-world team project challenge, you'll be encouraged to reflect on your insights and learn the design thinking skills, techniques, and strategies you need to successfully develop your own road map for implementing innovations.

3 Credits

Prerequisites

- Pre-requisite: Successful completion of 54 hours.

Instruction Type(s)

- Lecture: Lecture for Ent 351
- Lecture: Web-based Lecture for Ent 351

Subject Areas

- Entrepreneurship/Entrepreneurial Studies

Related Areas

- Small Business Administration/Management