

Module number 24 - 26	Module title Specialised Elective Module: Design Strategy: Corporate Strategy Meets Design Thinking (Design Strategy: Corporate Strategy Meets Design Thinking)		
Code DST	Semester 4/5, 6, 7	Number of WSH 4	Module offered Changing Catalogue. Details can be found online (faculty web page).
Module coordinator Prof. Dr. Groll	Tuition type Seminar-style tuition		Module duration 1 Semester
Lecturer Prof. Dr. Groll	Compulsory/Elective Elective		Module language English
Access requirements Course segment 2			
Learning outcomes On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods: <u>Subject skills</u> Students have a profound knowledge of strategic management and project management. They are able to work as a team on actual strategic issues requiring decisions. This may involve the types of challenges that face private enterprise companies, or equally challenges with which non-profit organisations or regions, towns and cities or tourist destinations have to deal with. They can critically reflect on the applications and limitations of the different approaches and methods. <u>Method skills</u> Students can adopt a targeted approach when applying principles and methods of strategic management to practical situations. In addition, they obtain a profound knowledge of analytics tools such as project management, organisation and empirical data collection. They learn research-oriented approaches to identify, assess and evaluate customer needs and derive implications for different industries. <u>Social skills</u> The students are able to present arguments in plenary and listen carefully to those from others and thus evaluate them. Based on this they work together in groups on actionable solutions. The methods will be implemented responsibly regarding companies' interests. <u>Personal skills</u> Students are able to develop, present and communicate strategy recommendations on the basis of their own analyses, and in the process can take into account peculiarities of the specific scenario. Moreover, they will be able to prepare and deliver persuasive presentations.			
Content In a globalised world, companies face plenty of challenges. To be successful in the long term, it is crucial to keep the customers in mind. Companies need to change their business strategies to a			

more customer centred approach. Hence, these strategies should be developed starting from the customers' point of view, their needs and desires.

There are several possibilities how companies can tackle current challenges they are facing. Design Thinking is one of them.

This course aims at enabling students to identify and implement innovative problem-solving methods, combined with a customer-oriented approach.

In small groups students are expected to solve business cases, prepare presentations and study thesis. **Project management skills are strongly required.**

The following content is covered:

- Define sales and market development strategies
- Application of basic strategy tools
- Implement advanced marketing and corporate strategies
- Gain theoretical knowledge about Design Thinking methods and participate in a Design Thinking Workshop
- Apply relevant tools independently to create a prototype within working groups (physical product or business model)
- Conduct market research

Literature

Required reading

Knapp, J., Zeratsky J., Kowitz B., Sprint, How to solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster, New York, 2016

Recommended reading

Plattner H., Meinel C., Weinberg U., Design Thinking, Innovation lernen, Ideenwelt öffnen, mi-Wirtschaftsbuch, München, 2009

Meinel C., Weinberg U., Krohn T. (Hrsg.), Design Thinking Live, Wie man Ideen entwickelt und Probleme löst, Murmann Publishers GmbH, Hamburg, 2015

Kelley, T., Littman, J., The art of innovation, lessons in creativity from IDEO, Americas leading design firm, Doubleday, New York, 2001

Brown, Tim, Change by design, How design thinking transforms organizations and inspires innovation, Harper Collins Publ., New York, 2009

Teaching and learning methods

Seminar-style tuition with group work, case studies and practical applications. Thereby strong focus on interdisciplinary, interaction und Design thinking itself.

<p>Type of examination/Requirements for the award of credit points</p>	<p>Project work and presentation (3 times /20 Min.) Final Presentation (60 Min.) Compulsory attendance Reading of literature, scientific working style, and self-commitment to work groups is mandatory!</p>
<p>Other information</p>	<p>Max. number of participants: 30 Registration necessary. Details can be found online (faculty web page).</p>

	<p>Lecture Times: Will be released in the schedule and online via WebUntis.</p> <p>IRM students will have preferred access</p> <p>Students should have at least four semesters Business Studies (BW), European Business Studies (EB) or International Relations and Management (IRM).</p> <p><u>Duration:</u></p> <p>The course aims at finishing in the middle of the ongoing semester. However, there will be a two-day offsite meeting. Attendance and participation on both days is compulsory! (Please find further information below.)</p> <p><u>Industry partners:</u></p> <p>During the course students will work on a practical strategic topic in cooperation with business partners.</p> <p><u>Offsite:</u></p> <p>Two days will be fully addressed to conduct a Design Thinking Sprint. For this reason, an offsite meeting will take place. The exact date will be agreed on at the beginning of the course. Thus, ensuring the two-days meeting fits the time schedule of the participants.</p>	
<p>ECTS-Credits</p> <p>5</p>	<p>Workload</p> <p>150 hours</p> <p>Contact/attendance time: 60 h</p> <p>Additional work: 90 h</p>	<p>Weighting of the grade in the overall grade</p> <p>5</p>