



DESIGN THINKING AND INNOVATION

About the Program

This course introduces design thinking and its application to developing new products, services and the organization of businesses.

Design Thinking is a human-centric, interdisciplinary approach towards innovation that aims to help companies and startups change and innovate. This course introduces Design Thinking and its application to developing better products, services, experiences and business models. The program is divided into four main aspects, all interconnected but separately emphasized:

- Design methodologies;
- Turning ideas into action;
- Attitudes and behaviors;
- Design contexts.

Learning Objectives



- Identify what really matters to their target audience;
- Apply design methodologies to problem solve and innovate;
- Develop an understanding of how businesses can be “designed”;
- Develop an appreciation of how to create designs for broader and varying contexts, that is, to be sensitive to human, societal needs and the physical environment

Requirements



No specific skills or previous knowledge is required to enroll in this program. However, previous business exposure is highly recommended.

Duration



2 days (weekends),
6 hours per day.

Location



Daejeon, South Korea.
SolBridge International
School of Business campus.

Teaching Method



All class materials are 100% in English.

Fees & Tuition



No application fee;
1,200,000 KRW total tuition.

This program can also be customized according to your group or company's preferences.

