

Valid from 2026.FS

Module description: Introduction to Design Thinking		
Module Code	w.BA.XX.WPM-IDT.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	<p>In an increasingly complex and rapidly changing world, the ability to think creatively and innovatively is more crucial than ever. We offer an engaging and interactive course designed for Bachelor's students from various academic backgrounds who are eager to learn how to apply creative problem-solving skills to a wide range of challenges. This course introduces the principles and processes of design thinking, a user-centric approach to innovation that combines creative and analytical thinking to solve complex problems. Through hands-on group projects and reflective exercises, students will learn how to identify problem areas, set-up design thinking projects, and develop a project proposal and offer for a project pitch. Please note that the compulsory elective module takes place as TWO block courses (Friday and Saturday) on the following dates: 13-14 March AND 20-21 March 2026</p>	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Nina Weschenfelder	
Deputy Module Coordinator	Corina Helbling	
Program and Specialization	<ul style="list-style-type: none"> • Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	None	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	

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Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • will understand the core principles and stages of the "Double Diamond" model (identify, discover, define, develop, deliver) and their application in design thinking and human centred innovation. • will improve their collaboration and teamwork skills through group activities, fostering an environment of open communication, mutual respect, and shared responsibilities. • will develop a strong user-centered mindset, prioritizing the needs, experiences, and feedback of end-users throughout the design process to create meaningful and impactful solutions. • will learn how to analyze data collected during the "identify" phase to extract key insights and patterns that highlight user needs and challenges. • will develop skills in prioritizing identified insights to focus on the most impactful areas of potential, setting the stage for ideation and solution development. • will learn how to set up a project proposal by defining project process, timeline, milestones, and budgeting. • will learn techniques for deconstructing complex challenges into manageable components, allowing for a more detailed and structured approach to problem-solving. 		
Module Content	<ul style="list-style-type: none"> • Explore the "design space" of a "design challenge" • "Stakeholder mapping" • Target group analysis • Formulate and re-write "design challenges" based on insights and data gathered during the "identify" phase • Research planning • Project planning and budgeting of design projects 		
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.WPM-UX.XX 		
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Practice and Application Exercises (with Key) • AI tools • Miro boards • MS Teams for group work 		
Methods of Instruction	<table border="1"> <tr> <td data-bbox="485 1715 970 1854"> <ul style="list-style-type: none"> • Application Tasks • Interactive Instruction • Exercises • Lecture • Project Work </td><td data-bbox="978 1715 1474 1854"> Social Settings Used: <ul style="list-style-type: none"> • Group Work </td></tr> </table>	<ul style="list-style-type: none"> • Application Tasks • Interactive Instruction • Exercises • Lecture • Project Work 	Social Settings Used: <ul style="list-style-type: none"> • Group Work
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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	28 h	26 h		
	Small Class	-	-		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	28 h	26 h	36 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Einzelarbeit	0	20.00
	Talk/oral presentation	Grade	Gruppenarbeit	20	80.00
Classroom Attendance Requirement	80% This module takes place as TWO block courses (Friday and Saturday) on the following dates: 13-14 March AND 20-21 March 2026				
Compulsory Reading	• Lewrick, M., Link, P., & Leifer, L. (2018). The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems. John Wiley & Sons.				
Recommended Reading	• Lewrick, M., Link, P., & Leifer, L. (2020). The design thinking toolbox: A guide to mastering the most popular and valuable innovation methods. John Wiley & Sons. • Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing. " O'Reilly Media, Inc." • Stickdorn, M., & Schneider, J. (2012). This is service design thinking: Basics, tools, cases. John Wiley & Sons. • Reason, B., Løvlie, L., & Flu, M. B. (2015). Service design for business: A practical guide to optimizing the customer experience. John Wiley & Sons.				
Comments					