

Valid from 2025.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	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: 9+10 May 2025 AND 16+17 May 2025		
Organizational Unit	Fachst. Customer Management & e-Commerce		
Module Coordinator	Nina Weschenfelder		
Deputy Module Coordinator	Corina Helbling		
Program and Specialization	<ul style="list-style-type: none"> • Applied Law • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Marketing • Business Administration - Specialization in Politics and Management • Business Administration - Specialization in Risk and Insurance • Business Information Technology - Specialization in Business Information Systems • Business Information Technology - Specialization in Data Science • Business Law • International Management 		
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type Compulsory Elective</td> <td style="width: 50%;">Program Phase Main Study Period</td> </tr> </table>	Module Type Compulsory Elective	Program Phase Main Study Period
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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<p>Contribution to Program Learning Objectives</p>	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	
<p>Module Learning Objectives</p>	<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. 	
<p>Module Content</p>	<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 	
<p>Links to other modules</p>	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.BA.XX.WPM-UJ.XX 	
<p>Digital Learning Resources</p>	<ul style="list-style-type: none"> • Reader • Practice and Application Exercises (with Key) • Miro boards • MS Teams for group work • AI tools 	
<p>Methods of Instruction</p>	<ul style="list-style-type: none"> • Application Tasks • Lecture • Project Work • Interactive Instruction • Exercises 	<p>Social Settings Used:</p> <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: 9+10 May 2025 AND 16+17 May 2025				
Compulsory Reading	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Stickdom, M., & Schneider, J. (2012). This is service design thinking: Basics, tools, cases. John Wiley & Sons. 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. Reason, B., Løvlie, L., & Flu, M. B. (2015). Service design for business: A practical guide to optimizing the customer experience. John Wiley & Sons. Stickdom, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing. " O'Reilly Media, Inc." 				
Comments					