

<b>Module number</b> 24 - 26 (BW) 33 (EB)	<b>Module title</b> Specialised Elective Module: Design Thinking Meets Corporate Strategy		
<b>Code</b> DST	<b>Semester</b> Depends on course programme	<b>Number of WSH</b> 4	<b>Module offered</b> Changing Catalogue. Details can be found online.
<b>Module coordinator</b> Prof. Dr. Thomas Groll	<b>Tuition type</b> Seminar-style tuition		<b>Module duration</b> 1 Semester
<b>Lecturer</b> Prof. Dr. Thomas Groll	<b>Compulsory/Elective</b> Elective		<b>Module language</b> English
<p><b>Learning outcomes</b></p> <p>The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:</p> <ul style="list-style-type: none"> <li>• Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested</li> <li>• Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied</li> <li>• Competence level 3(deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained</li> </ul> <p>The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.</p> <p>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</p> <p><u>Subject skills</u></p> <p>Students have a profound knowledge of strategic management and project management (2). They are able to work as a team on actual strategic issues requiring decisions (2). 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 (2). They can critically reflect on the applications and limitations of the different approaches and methods (2).</p> <p><u>Method skills</u></p> <p>Students can adopt a targeted approach when applying principles and methods of strategic management to practical situations (3). In addition, they obtain a profound knowledge of analytics tools such as project management, organisation and empirical data collection (3). They learn research-oriented approaches to identify, assess and evaluate customer needs and derive implications for different industries (2).</p> <p><u>Social skills</u></p> <p>The students are able to present arguments in plenary and listen carefully to those from others and thus evaluate them (3). Based on this they work together in groups on actionable solutions (3). The methods will be implemented responsibly regarding companies' interests (3).</p> <p><u>Personal skills</u></p>			

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 (2). Moreover, they will be able to prepare and deliver persuasive presentations (2).

### **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
- Sustainability and corporate strategy
- 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

Blank, Steve (2015). The Four Steps to the Epiphany

Kapp, Jake (2016). Sprint: Wie man in nur fünf Tagen neue Ideen testet und Probleme löst

Kuerguenne, Annie (2017). Design Thinking: Der kreative Weg zu innovativen Lösungen

Lewrick, M., Link, P. & Leifer, L. (2018). Das Design Thinking Toolkit: Tipps und Tricks aus der Design Thinking Community.

Luch, Swan & Griffin (2015). Design Thinking: New Product Development Essentials from the PDMA

Witthoft, S. & DSchool, S. (2022). This Is a Prototype: The Curious Craft of Exploring New Ideas. Ten Speed Press.

### **Teaching and learning methods**

Seminar-style tuition including group work

<p>The course will be taught in the classroom</p> <p>Start: calendar week 12</p>		
<p><b>Type of examination/Requirements for the award of credit points</b></p>	<p>Midterm presentation = pecha kucha Style: 20 pptx slides. Duration 6:40 min.(individual grading)</p> <p>Final assignment (max. 3 DinA4 pages) (group grading)</p> <p><b>Compulsory attendance</b></p> <p>Reading of literature, scientific working style, and self-commitment to work groups is mandatory!</p>	
<p><b>Other information</b></p>	<p>Max. number of participants: 25</p> <p>Registration necessary. Details can be found in ELO.</p> <p>Lecture Times: Will be released in the schedule.</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><b>ECTS-Credits</b></p> <p>5</p>	<p><b>Workload</b></p> <p>150 hours</p> <p>Contact/attendance time: 60 h</p> <p>Additional work: 90 h</p>	<p><b>Weighting of the grade in the overall grade</b></p> <p>5</p>