



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Design thinking and innovation planning

2122-DOTT-MOD5

Title

Design thinking and innovation planning

Teacher(s)

Elisabetta Marafioti (UNIMIB); Mattia Martini (UNIMIB)

Language

English

Short description

Program:

- Introduction to design thinking.
- Design thinking process
- Design thinking tools

Objectives:

Based on a design thinking approach, the aim of this course is to allow students to build the first prototype of their business idea.

After completion of the course, the students are able to

- understand and master the design thinking approach
- to use design thinking for the development of a basic innovation planning

CFU / Hours

CFU: 1,5

Hours: 12

Teaching period

25/02/2022 9.00 am - 1.00 pm U6-30

2.00 pm - 6.00 pm U6-30

10/03/2022 9.00 am - 1.00 pm U9-16
