



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Design thinking and innovation planning

2122-DOTT-MOD5

Titolo

Design thinking and innovation planning

Docente(i)

Elisabetta Marafioti (UNIMIB); Mattia Martini (UNIMIB)

Lingua

English

Breve descrizione

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 / Ore

CFU: 1,5

Ore: 12

Periodo di erogazione

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
