



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Design thinking and innovation planning

2122-DOTT-MOD5

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#### **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

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