



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Design thinking and innovation planning

2425-102R-12

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#### Title

Design thinking and innovation planning

#### Teacher(s)

Elisabetta Marafioti  
Mattia Martini

#### 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 plan-ning

Participants will be involved in a design thinking session and will share and discuss with the group the results obtained.

### **Target audience**

PhD Students

### **Participants**

Min 10 Max 24

### **CFU / Hours**

1 CFU / 12 hrs

### **Teaching period**

04/02/2025 9.00 am - 1.00 pm U9.09

04/02/2025 2.00 pm - 6.00 pm U9.09

20/02/2025 2.00 pm - 6.00 pm U7-17

Course given in presence

**course registration on "segreteria online":** from 13/01/2025 to 30/01/2025

### **Sustainable Development Goals**

QUALITY EDUCATION

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