



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Design thinking and innovation planning

2526-102R-06

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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 planning

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 30

**Teaching method**

Interactive classroom lecture (first half day), independent work (second half day), project presentation and discussion (final half day).

**CFU / Hours**

1 CFU / 12 hrs

**Teaching period**

04/02/2026 9.00 am - 1.00 pm Room TBD

04/02/2026 2.00 pm - 6.00 pm Room TBD

12/02/2026 2.00 pm - 6.00 pm Room TBD

Course given in presence

**course registration on "segreteria online":** from 07/01/2026 to 29/01/2026

**Sustainable Development Goals**

QUALITY EDUCATION

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