UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Design thinking and innovation planning

2627-102R-06

Titolo

Design thinking and innovation planning

Docente(i)

Elisabetta Marafioti
Mattia Martini

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
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 / Ore

1 CFU / 12 hrs

Periodo di erogazione

04/02/2027 9.00 am - 1.00 pm
04/02/2027 2.00 pm - 4.00 pm
10/02/2027 9.00 am - 1.00 pm online
10/02/2027 2.00 am - 4.00 pm

Course given in presence

course registration on “Segreterie online”: from 18/01/2027 to 01/02/2027

Sustainable Development Goals

ISTRUZIONE DI QUALITÁ | IMPRESE, INNOVAZIONE E INFRASTRUTTURE