

**DEREE COLLEGE SYLLABUS FOR:
HSS 2225 LE Innovation in Action: A Design-Thinking Laboratory**

Summer 2016

Honors Seminar (New Course)

US CREDITS: 3/0/3

PREREQUISITES:

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics

**CATALOG
DESCRIPTION:**

A hands-on interdisciplinary course that introduces students to a fertile synthesis of Innovation Management theory and Design Thinking, a methodology that draws upon logic, imagination, intuition, and systemic reasoning to produce innovation in various business and social contexts. Bringing theory and practice together, the course will guide students to tackle a social, business, ecological, or cultural challenge of their choice through application of innovative problem-solving based on the principles of Design Thinking.

RATIONALE:

This interdisciplinary project-based course aims to bridge the gap between theory and action through the use of Design Thinking, a formal method for practical and simultaneously creative resolution of problems and creation of solutions. Design Thinking constitutes an effective approach in generating innovation through early prototyping, formative feedback, and repeated iterations. The course is grounded on established research around Innovation Management and deploys Design Thinking as the methodology for actually generating innovation. Following an experiential mode of delivery, the course functions as a laboratory for innovation by providing a sandbox for applying Design Thinking applications.

LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

1. Demonstrate theoretical and practical understanding of core elements of Innovation Management theory and of Design Thinking;
2. Critically evaluate the applicability of different models of Design Thinking in business, technology, the environment, and society;
3. Demonstrate ability to combine systems thinking with imagination to generate creative solutions to problems in various business, cultural, and social contexts;
4. Demonstrate awareness of Design Thinking as a vehicle of social innovation and as a new form of civic engagement;
5. Apply Design Thinking through creative risk-taking and the use of a

variety of technological tools.

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Textual analysis, class discussion, workshop-style pair work and group work during class meetings;
- Active student-centered teaching approach in the presentation of course material to engage learners;
- Critical-thinking exercises and learning activities designed to help students acquire confidence and benefit from independent study;
- Student presentations of learning material to encourage involvement in the learning process; Extensive instructor feedback on assignments and activities;
- Individualized assistance during office hours for further discussion of lecture material, additional reading, and assignments;
- Additional print and audiovisual educational material posted on the Blackboard course template.

ASSESSMENT:

Critical Essay 40%

A 1,500-2,000-word critical essay dealing with one or more aspects of the course subject. The essay needs to display a firm grasp of the topic at hand, of the issues discussed in the course as a whole, as well as of the relevant bibliography (**use of at least 3-5 scholarly sources**).

Creative Project 40%

Students will deploy a creative medium of their choice to apply their insights on concepts and ideas explored in the course. The creative project includes a **500-word self-reflective essay** (which articulates the concepts that inform the creative project and relates them clearly to the content of the course), as well as **an oral presentation** of the creative project.

Participation 20%

Each student will be evaluated according to his/her contribution in the class and his/her level of preparedness, which will be measured through a number of informal oral presentations. Furthermore, each student will be assessed in regards to his/her participation in group activities and discussions that will arise throughout the course.

The Critical Essay tests learning outcomes 1, 2, and 4.
The Creative Project tests learning outcomes 1, 3 and 5.

READING LIST:

Selections from the following:

Ambrose, G., & P. Harris. (2010). *Design thinking*. Lausanne; London: AVA Academia.

Blossom, E. and Behar Y. (2011). *Material Change: Design Thinking and*

the Social Entrepreneurship Movement. New York: Distributed Art Publishers.

Brown, T. (2009). *Change by design: How design thinking transforms organizations and inspires innovation*. New York: Harper Business.

Brown, T. and J. Wyatt (2010). *Design Thinking for Social Innovation*. Stanford Social Innovation Review, Winter 2010. Web.

Chesbrough, H.W. (2003). *Open Innovation*. Boston, Mass.: Harvard Business School Press.

Design for Social Impact. Ed. T. Brown. The Rockefeller Foundation. Web.

Dyer, J., Gregersen, H., and Christensen, C. (2013). *The innovator's DNA: Mastering the five skills of disruptive innovators*. Boston, Mass.: Harvard Business Press.

Hargadon, A. (2003), *How breakthroughs happen*. Boston, Mass.: Harvard Business School Press.

Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Danvers, MA: Crown Business.

Martin, R. L. (2009). *The design of business: why design thinking is the next competitive advantage*. Boston, Mass.: Harvard Business Press.

Norman, D. A. (2013). *The design of everyday things: Revised and expanded edition*. New York: Basic books.

Von Hippel, E. (1988), *The sources of innovation*. Oxford: Oxford University Press.

RECOMMENDED MATERIAL:

Berkun, S. (2010). *The myths of innovation*. Sebastopol, CA: O'Reilly Media.

Catmull, E., & Wallace, A. (2014). *Creativity, Inc: Overcoming the unseen forces that stand in the way of true inspiration*. London: Random House.

Christensen, C. M. (1997). *The innovator's dilemma: When new technologies cause great firms to fail*. Boston, Mass.: Harvard Business School Press.

Johnson, S. (2010). *Where good ideas come from: The natural history of innovation*. London, Penguin UK.

Leonard-Barton, D. (1995), *Wellsprings of knowledge: Building and sustaining the sources of innovation*. Boston, Mass.: Harvard Business School Press.

Newell, S. Robertson M., Scarbrough H, Swan J. (2002). *Managing knowledge work*. New York: Palgrave.

Sparrow, J. (1998). *Knowledge in organizations: Access to thinking at work*. London: SAGE.

Teece, D. J. (2000), *Managing intellectual capital: Organizational, strategic, and policy dimensions*. Oxford: Oxford University Press.

Tidd, J., Bessant, J. Pavitt, K. (2001). *Managing innovation: integrating technological, market and organizational change*. Chichester: John Wiley.

Von Krogh, G., Ichijo K., Nonaka I. (2000). *Enabling knowledge creation: How to unlock the mystery of tacit knowledge and release the power of innovation*. New York: Oxford University Press.

**COMMUNICATION
REQUIREMENTS:**

All written and submitted work (with the exception of in-class work) must be word-processed and adhere to the MLA or Harvard Reference Style.

**SOFTWARE
REQUIREMENTS:**

Microsoft Word and Microsoft PowerPoint

WWW RESOURCES:

The course will use a number of on-line materials available to the students on Blackboard. Online news and sources are used in relation to the topics discussed in the course:

<https://www.ideo.com/expertise/social-innovation/>

<https://www.innovationmanagement.se/>

<http://designthinking.ideo.com/>

<http://www.theinnovationcenter.org/catalog/toolkits/resources>

<https://www.ideo.com/by-ideo/change-by-design>

<http://www.innovation-portal.info/online-resources-for-strategic-innovation-management/>

http://www.mckinsey.com/insights/innovation/finding_the_sweet_spot_for_allocating_innovation_resources

<http://www.centerforleadershipinnovation.org/programs/resources>

<http://www.newschool.edu/social-innovation/resources/>

<http://www.buffalo.edu/ubcei/resources/online-learning.html>

<https://i-lab.harvard.edu/explore/>

<http://www.epo.org/service-support/useful-links/innovation.html>

<http://ocw.mit.edu/resources/res-15-001-mit-sloan-teaching-innovation->

[resources-mstir-fall-2008/](#)

<http://www.innonet.org/>

INDICATIVE CONTENT:

What is innovation? (definitions, pioneers, history of the concept)

Core Elements of Innovation Management

- Innovation funnel
- Lead users
- Diffusion dynamics
- Open innovation

Introduction to Design Thinking (definitions, pioneers, history of the concept)

Core Elements of Design Thinking

- Rapid prototyping
- Formative feedback
- Multiple iterations

Innovation Management and Design Thinking

- Technology in the service of Innovation

Design for Change

- Innovation in the service of Social Change

Applications of Innovation Management and Design Thinking

- Design Thinking and Innovation in the Social Domain
- Design Thinking and Innovation in the Business Domain
- Design Thinking in the Environment, Politics, Culture
- Design Thinking in Politics
- Design Thinking in Culture