

Sapir International Syllabus

Course Details

Workshop Title: Design Thinking

Academic year: 2020

Semester: A (Fall)

Class location: Sapir eXlab

Course Academic Design

Sapir Credits: 1

Cycle: BA

Academic Department: Entrepreneurship, Innovation and Technology Lab

About the Instructor

Instructor: Ms. Ravit Gonen

Office hours: After class

Contact information: ravitgonen@gmail.com

Course Goals and Learning Outcomes

Course description:

Design Thinking is a systematic approach to creative and innovative problem solving which was developed at Stanford University and studied worldwide. It is an approach that brings together methodologies from the world of design and focuses on human-centered design principles, using empathy, reflection and experience.

Learning outcomes:

At the end of the workshop students will be able to:

1. Plan and analyze various financing options and adapt them to the needs of the business.
2. Be familiar with existing financing mechanisms in the public and private sectors.

Key modules covered:

1. Creative thinking
2. Understanding user needs, motivations and conducting meaningful data collection
3. Prototype planning

4. Information analysis processes, reflection and drawing conclusions

Course Materials

Required texts and materials:

Brown, Tim, and Barry Katz. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Harper Business, 2009

Osterwalder, Alexander, et al. Value Proposition Design. Wiley, 2014

<https://designsprintkit.withgoogle.com>

Work Assignments and Assessment

Course assignments, assessment, and final course grade

Active participation in the workshop and submitting exercises and assignments on time are mandatory.

Work Assignment	% of Final Grade
Active participation during the workshop	10%
Final assignment	90%
Total	100%