

MBA 579 : Design Thinking Fundamentals

As the challenges and opportunities facing businesses, organizations, and societies grow more complex, and as stakeholders grow more diverse, an approach known as design thinking is playing a greater role in finding meaningful paths forward. Design thinking is an action-oriented problem solving methodology that employs various design-based techniques to gain insight and yield creative solutions for complex challenges. At the heart of this approach is a deep sensitivity to the needs of people. In this course, students will unpack each fundamental step of the design thinking process and become familiar with the design thinker's mindset and toolkit.