

Design Thinking



C O R P O R A T E R E A D I N E S S
C E R T I F I C A T E

Course name:	Design Thinking methodology in IT and business environments
Partner:	IBM
Description:	Design Thinking is modern approach for creating business solutions in an IT environment, recently gaining more and more popularity. This methodology is grounded in a deep understanding of the customer goals and field research investigating behaviors and acts of the customer and end users (who are also engaged in the project). This way it is easier to better define the customer needs and tailor a specific offering for the customer as well as eliminate wastes. During the course students will learn this method while attending lectures and workshops.
Place:	Classrooms (needed: whiteboards, markers, post-it notes).
Number of classes:	5 classes (once a week) 2.5 hours each (plus a break).
Main topics:	<ul style="list-style-type: none">• Design Thinking introduction and keywords: the loop & artifacts;• Information sources, diverge / converge, creating persona, empathy;• Ideas, Hills and Solutions;• Prototyping, sponsor users input, playbacks;• Synergy of Agile and Design Thinking.
Entry exam requirements:	<ul style="list-style-type: none">• Entry test from basic knowledge of using IT services in business solutions.
Course additional requirements:	<ul style="list-style-type: none">• English in speech and writing.• Teamworking skills, problems solving skills.