

## NTU Global Summer School Course Description

### Design Thinking Summer School

Credit points: 15 (7.5 ECTS)

Duration: Three weeks

You should have the required [English language skills](#).

### Overview and aims

Being ahead of the competition and standing out from the crowd is essential in today's business world.

So is being able to demonstrate your idea generation and problem solving skills.

This course will provide you with new creative skills that will complement your business knowledge, and is therefore a must for anyone who wants to develop new ways to promote themselves and their ideas.

During this course you will explore the business case for creativity in the workplace. You will work in teams to solve simple design problems, and experiment with approaches to design thinking which are likely to be new to you.

You will combine classroom lectures with sessions in the design studio, and build your understanding of how to think creatively and communicate your ideas to others.

You will also try drawing as a tool for improving your observation skills and as a way to analyse objects and systems, and learn why drawing is the communication tool favoured by creative people.

You will then go on to develop a personal project, supported by lectures on marketing and how to launch a new product or service.

### On this course you will:

- explore how to incorporate innovation in everyday business practices
- look at consumer behaviour and current marketing trends
- learn how to improve your project management and leadership skills
- use effective presentations skills to communicate your ideas with confidence
- explore rapid concept generation techniques and examine how the design, problem solving and idea generation processes work
- be actively involved in studio design projects
- consider prototyping and sketch modelling to present your concepts

- hear how designers view their clients and customers, and how entrepreneurs can develop brand and logo awareness when setting up a new business
- review case studies that will support your understanding of the creative process.

Included in the course is an organised trip to London on the first Saturday to explore the design culture, museums and galleries of our exciting capital.

### **What will you gain?**

This summer school is ideal if you are studying an undergraduate business course and wish to enhance your creativity and design thinking by combining techniques from the design, marketing and business professions.

You will leave the course with a large amount of tried and tested business information, a project for your portfolio and new skills that are very sought after by employers.

### **Indicative reading**

A variety of reading will be supplied by the tutors. Examples include:

- Brassington, F., and Pettit, S., (2012) *Essentials of Marketing*, 3th Edition. Harlow: Pearson.
- Chartered Institute of Marketing (2001) accessed via [www.cim.co.uk](http://www.cim.co.uk)
- Elkington, J., (1997) "Cannibals with Forks: the Triple Bottom Line of 21st Century Business", Capstone,
- Fahy, J., and Jobber, D., (2012) *Foundations of Marketing*, 4th ed. London: McGraw-Hill Higher Education.
- Emery, B., (2012) *Sustainable Marketing*, 1st Edition. Harlow: Pearson.
- Jobber, D., (2007) *Principles and Practice of Marketing*, 5th ed. Maidenhead. McGraw-Hill Education.
- Blythe, J (2005) *Essentials of Marketing*, 3rd ed, Harlow, Pearson Education Ltd

### **Learning outcomes**

After studying this course you should be able to:

- demonstrate understanding of the need for creativity and change in today's business environment
- demonstrate knowledge of idea generation techniques
- demonstrate knowledge of consumer behaviour
- demonstrate ability to use basic sketching and modelling techniques to present concepts effectively
- demonstrate the ability to work effectively as a member of a team
- demonstrate the ability to manage a project effectively.

### **Teaching and learning**

To meet the needs of a summer school programme, the whole programme relies on a very interactive teaching mode, so seminars, workshop and studio work will be used throughout the three weeks of the programme.

### **Total contact hours: 60**

In addition to the contact hours you should expect to spend no more than five hours before and during the course on reading and preparation.

### **Assessment methods**

100% coursework. For the group assessment, there will be a formative presentation where appropriate feedback will be given to prepare for the graded presentation. Presentations will be made in front of a panel coming from business and design departments.

### **Final assessment**

You will receive a pass/fail mark for the course. Written feedback from your tutor will identify strengths evident in the body of work and include some pointers on what to focus on to improve your future work.

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