

# Global Summer School 2025

7 - 18 July

Applications are  
open now!



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## Design and Innovation in Business - 10cps

### Content

You will explore the business case for design and creativity in the workplace. Working in teams you will explore and solve design problems, experimenting with creative approaches which may be new to you.

Through taught and practice sessions within the design studio, workshops, and seminars, you will build your understanding of how to visually communicate ideas collaboratively. You will use design methods as a tool for improving your observational skills and to create suitable outcomes, you will practice how to identify problems / opportunities and develop a line of inquiry through the design process.

During this course you will:

- Learn what type of creative person you are.
- Learn how to visualise your own thought process.
- Explore where to find inspiration for ideas and how to translate these into concepts.

- Demonstrate your ability to use basic sketching and modelling techniques to show your thinking.
- Learn how to explore and unpack trends to identify focused themes and discover meaningful insights.
- Improve your project management, leadership skills, and verbal presentation.

After studying on this course, you should be able to:

- Appreciate the value of creativity and innovation in today's business environment.
- Communicate your ideas about creative thinking techniques effectively.
- Use sketching and modelling techniques to develop tangible concepts.

You will be taught via a combination of lectures, seminars, practical workshops and research trips to places of design and creative interest.

“**Emmanuelle** - this course exceeded my expectations! I'll be specialising in project management next year - this course gave me new tools and approaches to implement into my work.



**NTU Global Summer School 2025**  
Application Form



This course is ideal for university-level business and marketing students who wish to explore their creativity by combining techniques from the design and marketing professionals.

Your tutors will be Kathryn Pashley and Chris Hanley who are both Senior Lecturers on our product design courses..