DESIGN THINKING
BSMG6214

Course Outline (Online)

Description:
Explore a human-centered design method for tackling innovation challenges and creating customer-driven solutions. You will learn about and engage in hands-on design thinking activities useful to drive different types of innovation and entrepreneurship — whether social, commercial, technical, or creative in nature.

Course Goal:
The goal of this course is to introduce learners to the design thinking method.

Course Objectives: At the completion of this course, the student will be able to:

- Identify human-centred innovation opportunities by engaging in design discovery activities such as shadowing, creative listening, or interviewing
- Engage in blue-sky thinking to generate many ideas quickly, and affinity mapping to solve user’s problems in original, creative ways
- Plan, communicate, and promote innovation projects using vision boards, personas, or journey maps, and engage in rapid user testing to gain actionable feedback.

Texts:
All readings are posted in OWL. No textbook to purchase.

Evaluation:
Each student must complete and pass two of the three assignments to receive a completion for this course. All assignment submissions are assessed on a pass/fail basis. A grade report can be printed from myWCS.

Policy on Cheating and Academic Misconduct:
Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.
Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?

As need be, in response to email inquiries, and with feedback on your assignments.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor’s written permission will be subject to the late assignment policy. It is the student’s responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.