DESIGN THINKING AND CREATIVITY

Credit Value: 4 credits[1]
Lecturer: Chashkina Darya Ivanovna

A. Course outline

The course "The world economy in the context of digital technology development" aims at the formation of the following skills and knowledge:

- to form a holistic, systematic knowledge of the concept of design thinking and tools for solving non-standard tasks;
- to ensure the acquisition of practical skills in the field of creation and development of products and services.

B. Textbooks

Marketing 4.0: Moving from Traditional to Digital. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, John Wiley & Sons, 05-Dec-2016 - Business & Economics, 2016

C. Assessment details

The final grade consists of:

Types of assessment tools	Score
Project and home assignments (1st-4th - each 10 points; 5-6, 8th - each 5 points, 7th - 7 points, 9th - 3 points)	65
Test	35
Participation in classes	20
The author's case	50
Final exam (project presentation)	80

Grade	Minimum score	Maximum score
Excellent	170	200
Good	130	169,9
Satisfactory	80	129,9
Unsatisfactory	0	79,9

Typical tasks and other materials necessary to assess the learning outcomes:

— Final exam

It consists of a written test and project presentation. The written test will consist of tests and open-ended questions on all topics of the course.

Example of a test question:

Specify the correct stages of design thinking

1. Empathy – Focus – Idea generation – Prototyping - Testing
2. Industrial stage - Systematization stage - Information stage
3. Product description, its characteristics; market analysis; market segmentation; competitive analysis; marketing strategy; sales forecast.

[1] 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

4. Selection of sources, collection of secondary information, its analysis; generalization of the information received, reporting.

Example of an open-ended question:

Describe the COM for the user of the MSU Faculty canteen on the ground floor

D. Course outline

Topic 1. An introduction to design thinking. The history of design thinking. Design thinking Algorithms
Topic 2. Detecting and identifying user issues
Topic 3. User problem research
Topic 4. Creativity: methods of generating and searching for new ideas – individual and collective
Topic 5. Prototyping
Topic 6. Choosing the best solution
Final exam