COURSE DETAIL

DESIGN DRIVEN INNOVATION AND ENTREPRENEURSHIP
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 179
UCEAP Course Suffix
UCEAP Official Title DESIGN DRIVEN INNOVATION AND ENTREPRENEURSHIP
UCEAP Transcript Title INNOV & ENTREPREN
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

The primary objective of the course is to learn how to define and develop a business opportunity for a venture a novel and innovative idea. Design discipline including human centered approach, design thinking methodology and lean startup theory and many case studies of the business model innovation will be introduced to support, to create and nurture each business idea.

The word “design” has been a common keyword for many industries to identify and solve their problems. The positive side of this trend is that everyone becomes aware of the value of design. However, design eventually occupies a very limited area in startup culture, mainly for aesthetics, communication process, and user experience. While the startup eco system understands that “design” can be a big part of creating company’s value, yet, it is still hidden in the mysterious box which only design professionals can understand or access. Design Driven Innovation and Entrepreneurship (DDIE) is a course for non-design background students who are willing to integrate the knowledge between Entrepreneurship, Innovation and Design. The course offers a mix of hands-on exercises in a collaborative setting, as well as dedication to a group project. Throughout the course, you will be coached about the set-up and execution of your group project. During the course students pay attention to the different parts and dimensions of a business: services, products, customer value, delivery processes, revenue models, and interfaces with customers, branding message, customer experiences and much more. This course will offer lectures and hands-on practices.

·learn new approaches and methods for design thinking and business innovation

·apply these approaches your group in generating and developing innovative ideas

·develop an entrepreneurial business opportunity, design, prototype, test

·make MVP and business model system map

Language(s) of Instruction
English

Host Institution Course Number
ECON115009

Host Institution Course Title
DESIGN DRIVEN INNOVATION AND ENTREPRENEURSHIP

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2023-2024

Print