

# 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

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