

# COURSE DETAIL

## DESIGN THINKING FOR DIGITAL INNOVATION

**Country**

Korea, South

**Host Institution**

Korea University

**Program(s)**

Korea University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

114

**UCEAP Course Suffix****UCEAP Official Title**

DESIGN THINKING FOR DIGITAL INNOVATION

**UCEAP Transcript Title**

DESIGN THNK INNOVTN

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## **Course Description**

Design thinking is a creative and collaborative process that focuses on understanding the problem from the customer's perspective. This course introduces design thinking within the context of digital innovation because no disruptive innovations can be made without understanding the customer's needs and technological change. In today's rapidly changing business environment, organizations face many challenges, which include disruptive technologies and economic pressures, as well as keeping up with changes in customer behavior. In this sense, design thinking provides an effective tool to cultivate an innovative thinker and uncover creative business opportunities.

Therefore, this course is designed to:

- (1) Understand and analyze the multiple, complex problems of information, systems, and design that one will encounter; and,
- (2) Identify opportunities for designing better interactions, decisions, and outcomes.

More specifically, the course discusses two main themes, "design thinking" and "digital innovation practice" through a digital innovation project solving a real problem. The project will stretch one's "design thinking" by identifying social design, innovation, information systems problems through a variety of design discussions and exercises. The course also provides practice for "digital innovation" by instructing on ways of synthesizing people-centered design opportunities and creating tangible solutions.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

BUSS303

### **Host Institution Course Title**

DESIGN THINKING FOR DIGITAL INNOVATION

**Host Institution Course Details**

<https://infodepot.korea.ac.kr/lecture1/lecssubjectPlanView.jsp?year=2023&term=2R...>

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department****Course Last Reviewed**

2023-2024

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