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/lecsubjectPlanView.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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