

# COURSE DETAIL

## DESIGN AND ENTERPRISE

**Country**

Japan

**Host Institution**

Waseda University

**Program(s)**

Waseda University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration Architecture

**UCEAP Course Number**

109

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

DESIGN AND ENTERPRISE

**UCEAP Transcript Title**

DESIGN & ENTERPRISE

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

Strong design cultures have proven to be a source of resilience and prosperity for nations, cities and enterprises. As recent AI developments portend disruption of industries, work, and familiar career paths, this course aims to equip students with a solid understanding of design principles and practice. Once associated with the built environment, physical products, and corporate illustration, design principles are widely applied to experiences, systems and processes, places and identities. In contrast to those familiar with humanities and sciences, the course demonstrates how design thinking represents a distinctive way of seeing and thinking yet complements and strengthens a liberal arts education. Design is optimistic, aims to make a difference through problem-finding and solving, and is inherently multi-disciplinary. By exploring the evolution of design practice through historical and contemporary examples, and a group project of design inquiry, students will begin to cultivate a design mindset.

## Language(s) of Instruction

English

## Host Institution Course Number

CMMI221L

## Host Institution Course Title

DESIGN AND ENTERPRISE

## Host Institution Course Details

<https://www.wsl.waseda.jp/syllabus/JAA104.php?pKey=210EB33500512023210EB3350021...>

## Host Institution Campus

Waseda University

## Host Institution Faculty

## Host Institution Degree

**Host Institution Department**

SILS- Business

**Course Last Reviewed**

2023-2024

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