COURSE OUTLINE: GBM401 - DESIGN THINKING
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Approved: Bob Chapman - Dean

Course Code: Title	GBM401: DESIGN THINKING AND INNOVATION
Program Number: Name	2109: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	The gig economy is altering the way that people view and perform work, and businesses must be ready to respond with innovative policies and programs. This course will provide tools to think more creatively in this changing business landscape. By reviewing cases, students will develop compelling solutions to nurture superior innovation practices.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2109 - GLOBAL BUSINESS MGMT** VLO 1 Collect, process and interpret data used to support international business VLO 5 Plan, direct, execute and evaluate individual and team projects VLO 8 Apply leadership and teamwork skills establishing and maintaining working relationships VLO 11 Develop new products and services consistent with evolving market needs VLO 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 10 Manage the use of time and other resources to complete projects.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

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Books and Required Resources:	Product Design & Development by Ulrich, K.T., Eppinger, S.D., and Yang, M.C. Publisher: McGraw-Hill Higher Education Edition: Seventh Edition ISBN: 978-1260566437 FREE Open Educational Resources will be used for this Course/Section. Access information will be supplied by the instructor.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Acquire design thinking skills and customer need analysis.	1.1 Identify design thinking skills and developing innovative solutions. 1.2 Develop the innovation process. 1.3 Study industry scenario and Managing innovation process. 1.4 Understand product development process, concept, in design planning and analysis. 1.5 Analyze customer needs, markets and types of product users.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Design product specification and practical creativity.	2.1 Build specifications from customer needs. 2.2 Understand benchmarking needs, and workings of product specifications. 2.3 Deploy quality function, engaging problem decomposition techniques and solution concepts. 2.4 Explore systems and concept selection.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Understand prototyping and design for services.	3.1 Build prototypes, application to concept development phase and knowing prototyping types. 3.2 Engage prototyping strategies. 3.3 Implement rapid and virtual prototyping and examples of prototyping. 3.4 Absorb service development process and service cycle experience map. 3.5 Distinguish and compare product and service systems. 3.6 Explore service innovation examples.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Understand product architecture and effective financial analysis.	4.1 Identify types of product architecture: integral and modular. 4.2 Analyze examples of integral and modular architectures. 4.3 understand the implications of product architecture on the design process selection. 4.4 Apply product development economics and project financial modeling. 4.5 Calculate net present value and influence over product decision making. 4.6 Carry out cash flow analysis.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
Design for environment and applying the product development processes.	5.1 Identify design for environment principles and decision making. 5.2 Understand design for environment and integration with the product development process.

	5.3 Know product life cycle and impact on environment.
	5.4 Analyze systematic innovation process.
	5.5 Implement the types of development processes.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments - Case study Analysis	30%
Final Exam	30%
Mid-Term Exam	20%
Presentation: Design-innovation process	20%

Date: August 19, 2025

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.