



## COURSE OUTLINE: GBM401 - DESIGN THINKING

Prepared: Gabriel Araba

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	GBM401: DESIGN THINKING AND INNOVATION
<b>Program Number: Name</b>	2106: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	21W
<b>Course Description:</b>	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.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2106 - GLOBAL BUSINESS MGMT</b> 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 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives
<b>Essential Employability Skills (EES) addressed in this course:</b>	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.
<b>Course Evaluation:</b>	Passing Grade: 50%,  A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
<b>Books and Required</b>	Product Design & Development by Karl T. Ulrich, Steven D. Eppinger

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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**Resources:**

Publisher: McGraw-Hill Higher Education Edition: Sixth Edition, 2016  
 ISBN: 9780078029066  
 Print ISBN: 9780078029066, 0078029066 - eText ISBN: 9781259297137, 1259297136

The Design Thinking Playbook by Michael Lewrick, Patrick Link, Larry Leifer  
 Publisher: John Wiley and Sons Inc. Edition: 2018  
 ISBN: 978-1-119-46750-2

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1.0 Acquiring Design Thinking Skills and Customer need analysis	1.1 Identifying design thinking skills and developing innovative solutions 1.2 Developing the Innovation process 1.3 Studying industry scenario and Managing innovation process 1.4 Understanding product development process, concept, in design planning and analysis 1.5 Analyzing customer needs, markets and types of product users.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2.0 Designing Product Specification and Practical Creativity	2.1 Building Specifications from customer needs 2.2 Understanding benchmarking needs, and workings of product specifications 2.3 Deploying Quality function, engaging problem decomposition techniques and solution concepts 2.4 Exploring systems and concept selection
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3.0 Understanding Prototyping and Design for Services	3.1 Building Prototypes, application to concept development phase and knowing prototyping types 3.2 Engaging Prototyping strategies 3.3 Implementing rapid and virtual prototyping and examples of prototyping 3.4 Absorbing Service development process and Service cycle experience map 3.5 Distinguishing and Comparison Product and service systems 3.6 Exploring Service innovation examples
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
4.0 Understanding Product Architecture and effective Financial Analysis	4.1 Identifying types of product architecture: integral and modular 4.2 Analyzing examples of integral and modular architectures 4.3 Implications of product architecture on the design process selection 4.4 Applying Product development economics and Project financial modeling 4.5 Calculating Net Present Value and influence over product decision making 4.6 Carrying out Cash flow analysis
<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>

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	5.0 Designing for Environment and applying the Product Development Processes	5.1 Identifying design for environment principles and decision making 5.2 Understanding design for Environment and integration with the product development process 5.3 Knowing Product life cycle and impact on environment 5.4 Analyzing Systematic innovation process 5.5 Implementing the types of development processes
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**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:**

June 17, 2020

**Addendum:**

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

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