

esade

RAMON LLULL UNIVERSITY

Innovation through Design Thinking

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Table of contents

- 1 Course description / Introduction to the course
- 2 Learning objective and competencies
- 3 Course format and methodological approach
- 4 Course contents
- 5 Materials
- 6 Faculty leading the course

1. Course description / Introduction to the course

An interest in innovation and creativity. An attitude of eagerness, pro-activeness, openness to collaborate and work hard (and have fun).

2. Learning objectives and competencies

The World Economic Forum listed both creativity and complex problem solving in the top three skills workers need in 2020. No surprise, as the challenges we need to solve are often unstable, unpredictable and complex - also in the world of business and management. And to successfully operate in this environment, we need to be able to combine analytical and creative approaches.

The main objective of this course is to help students develop creative thinking skills and the ability to move from conceptual thinking to taking action. During the course, we will follow the Design Thinking approach and related methodology to tackle an innovation challenge. The course is carried out as a studio where the student teams will work on their challenge, receiving a weekly lecture about practical methods that they can soon put into practice, as well as personal guidance during the contact hours.

After this course you will be able to:

- identify market opportunities: understand how to explore unmet user needs and problems "worth solving?"
- respond to market opportunities: create solutions that are desirable, feasible, and viable
- validate your ideas: create early prototypes and experiments to get initial feedback to your ideas
- facilitate creative innovation work leveraging the design thinking methodology

The skills practiced in the course include the ability to gain deep insights about users, to use these insights for defining and reframing problems into actionable statements and generating ideas to solve the identified problem. Furthermore, students will learn to prototype and carry out practical experiments that are central to move from an idea to innovation.

This course offers:

1. Understanding of the links between innovation, value creation, and the role creativity plays.
2. Experience-based learning of a user-centric innovation approach and related methods.
3. Ability to design and manage innovation projects by carrying out a real short-term innovation project.
4. Understanding of the dynamics of learning and knowledge management necessary for innovation projects.
5. Know-how for fostering creative and innovative group

3. Course format and methodological approach

Participation during class: 15%

Assignments during the course: 35%

Final project outcome and presentation: 50%

4. Course Contents

Session structure : From opportunity identification to designing and testing the offering.

Session 1: Introduction to Design Thinking -approach

- Getting to know the approach, and its methods
- Viewing Design Thinking alongside other innovation approaches

Session 2: Identifying opportunities for innovationContent:

- How to search for ideas: identifying a "problem worth solving?"
- How to make sense of ill defined problems

Session 3: Gaining empathy

- How to go deeper in understanding the customer
- Observation, empathy prototypes, conversations with "problem owners"?

Session 4: Workshop: Interpreting the findings

- How to move from field notes to a point-of-view statement
- Preparing for idea generation

Session 5: Idea generation and selection

- Entering the solution space: methods for ideation and raising the quality of ideas
- Methods for evaluating ideas initially

Session 6: Prototyping I

- Introduction to prototyping & some methods
- Preparing for the first prototype and experiment

Session 7: Prototyping II

- How to reflect on the feedback & iterate
- Preparing for second experiment

Session 8: Refining the solution, bringing the concept together

- How to bring all learning together, into a coherent concept
- Business model canvas

Session 9: Final presentations

- Team presentations & peer-to-peer feedback
- Course wrap-up

5. Materials

Recommended Articles

- Creativity is not enough, 1963, Theodore Levitt, Harvard Business Review
- Design Thinking, Tim Brown, 2008, Harvard Business Review
- Design Thinking Comes of Age, 2015, Jon Kolko, Harvard Business Review
- Learning to use design thinking tools for successful innovation, 2011, Jeanne Liedtka, Strategy and Leadership

- How Indra Nooyi Turned Design Thinking Into Strategy: An Interview with PepsiCo's CEO: https://hbr.org/2015/09/how-indra-nooyi-turned-design-thinking-into-strategy?referral=03759&cm_vc=rr_item_page.bottom
- PepsiCo's Chief Design Officer on Creating an Organization Where Design Can Thrive: <https://hbr.org/2015/08/pepsicos-chief-design-officer-on-creating-an-organization-where-design-can-thrive>
- Design Thinking and How It Will Change Management Education: An Interview and Discussion, 2006, David Dunne & Roger Martin, Academy of Management Learning & Education

Books

- Change by Design, 2009, Tim Brown
- This is Service Design Thinking, 2012, Marc Stickdorn & Jakob Schneider
- Designing for Growth, 2011, By Jeanne Liedtka, Tim Ogilvie

Recommended videos

- A design thinking documentary: www.designthinkingmovie.com
- Tim Brown on Creativity and Play:
http://www.ted.com/talks/lang/eng/tim_brown_on_creativity_and_play.html
- Tim Brown, Innovation through Design Thinking:
<http://video.mit.edu/watch/innovation-through-design-thinking-9138/>
- IDEO Shopping Cart project: <https://www.youtube.com/watch?v=taJOV-YCiel>
- Interview with David Kelley, founder of IDEO, Stanford d.school:
<http://www.youtube.com/watch?v=i79bk52Tflc>

7. Faculty leading the course

JOAN-ALBERT GARCIA MOGA

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Born in Barcelona, 17/06/1975

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Introduction:

Joan-Albert (Barcelona, 1975), Bachelor of Science at Fairleigh Dickinson University, New Jersey,

USA. Executive MBA at EADA (Equis, AMBA), in order to be a better professor in an international environment I attended at the International Faculty Program (IFP) at IESE (Equis, AMBA, AACSB) and to improve my business innovation knowledge to an Innovation Management program at MIT, Boston. Now I am finishing my PhD in Business Innovation.

My professional career has an International background and a strong passion for knowledge and people. I successfully developed management positions in Business consultancy companies and also as a Business School professor in Europe (Germany, Spain, France, Netherlands and Finland) and LATAM (Panama, Dominican Republic and Nicaragua. Currently I am an international consultant in business innovation strategies.

Education:

- Doctoral candidate in Business Innovation UVic-UCC. (expected 2021)
- Msc of Research in Management URL (2014)
- Innovation Management Program MIT, Boston, USA. (2012)
- International Faculty Program (IFP) IESE Business School (2010)
- Executive MBA EADA Business School. (2005-2007)
- Bachelor of Science Fairleigh Dickinson University, NJ, USA. (1995-98)

Professional Experience:

More than 14 years as a Manager and 17 years as a consultant in Strategy, Business Innovation, Business Change and Managing People in organizations in Spain and abroad.

- Executive Education Manager, BARNA Business School (IESE partner), Santo Domingo, Dominican Republic. (2007-2010)
- Regional Online Education Manager (Catalonia, Balearic and Canary Islands) at ECA, Entidad de Inspección y Control, S.A.U. Barcelona (Bureau Veritas BVQI), Spain. (2005-2007)
- Project Manager in Consultancy and Training (Innovation and general management) at Ingeniería del Conocimiento, S.A., Barcelona, Spain. (2000-2005)
- Area Manager in Santo Domingo, Dominican Republic at Area Training & Consulting, S.L. (2003-2004) Academic Experience:
- ESADE Business School, Barcelona, Spain (Equis, AMBA, ACCSB) www.esade.edu (2015 -) associate professor in business innovation and design thinking
- UVic-UCC University of Vic- Central University of Catalonia www.uvic.cat (2014-) associate professor in Design Thinking, Leadership, Start Up Creation and Digital Business.
- EADA Business School, Barcelona, Spain (Equis, AMBA) www.eada.edu (2010 -) associate professor in innovation, leadership skills, entrepreneurship and quality management.
- UPC (Universitat Politècnica de Catalunya), Barcelona, Spain www.upc.edu Design Management program co-coordinator and associate professor in general management and marketing) (2010 - 2016)
- INIDEM Business Law School, Panama City and Miami, USA. www.inidem.edu.pa (2010 - 2014) Associate professor in innovation for lawyers.
- IQS – School of Management – AACSB Accredited (Universitat Ramon Llull), Barcelona, España. www.iqs.edu (2010 – 2014) associate professor in people management, strategy, entrepreneurship, macroeconomics, marketing and innovation.
- UB (Universitat de Barcelona), Barcelona, Spain. www.ub.edu (2010 -) Visiting professor in innovation.
- BARNA Business School, Santo Domingo, Dominican Republic. www.barna.edu.do (2007 – 2010) full time professor.
- Experience in Program Academic Accreditation and Re-Accreditation for the Education Ministry in Spain. Speaker at several Government entities, Business Angels groups, Spaniard and LATAM companies, and press

collaborator at “El Periódico de Catalunya” www.elperiodico.com and
“Diario Expansión” www.expansion.com , Spain.

Professional and Academic areas:

- Business Innovation Management, design thinking and creativity.
- Digital Business
- Entrepreneurship, Start-ups and Business Plans
- Business Strategy
- Marketing
- People Management (Leadership, Organizational behavior, Teambuilding)
- Management Skills Assessment
- Change Management
- Economic Structure, macroeconomics

Research activities:

- Innovation Management, entrepreneurship
- Cognitive disinhibition
- Multiple intelligences
- Business Models
- Creativity

Personal Skills:

- High communication skills
- Dynamic and Teamwork oriented
- Creative and problem solving professional.

This course is strictly ruled by ESADE's Honour Code

"I will not lie, cheat or steal to gain an academic advantage. I will respect all ESADE students, faculty and staff with my words and deeds."

The violations of the ESADE MBA Honor Code include the following:

Lying: Lying includes knowingly communicating an untruth in order to gain an unfair academic or employment advantage.

Cheating: Cheating includes, but is not limited to, using unauthorized materials to complete an assignment; copying the work of another person; unauthorized providing of materials or information (e.g. proprietary course information) to another person; plagiarism; unauthorized providing of materials or information to another person during an exam. All communications, written, oral or otherwise, among students during examinations, are forbidden, as is the use of notes, books, computers, calculators or other written material except when approved by the instructor.

Stealing: Stealing includes, but is not limited to, taking the property of another member of the ESADE community without permission, defacing or vandalizing the property of the ESADE Business School, or the misuse of ESADE resources.

Respect for others and professional conduct: Respect for others includes treating all ESADE students, staff, faculty and external contacts connected to the school with politeness and cordiality, refraining from using abusive language or physical violence.

Upon witnessing a violation of the Honour Code, a student has a **moral obligation** to inform the student whose conduct is believed to be in violation of the Code that the Code has been violated. Each member of the ESADE MBA community, as a person of integrity, has a personal obligation to adhere to this requirement, both on campus and when representing ESADE off campus.

Failure to comply with the more explicit guidelines set forth by the Programme's Rules and Regulations can also be considered as breach of the Honour Code.

Violations of this agreement and will be governed by MBA Programme Management which has the right to exercise any disciplinary action necessary in order to uphold the standards set forth herewith and in the Programme's Rules and Regulations.