



Facoltà di Scienze Economiche, Giuridiche e Politiche
Dipartimento di Scienze economiche e aziendali
Direttore: prof. Rinaldo Brau

ANNO ACCADEMICO 2023/2024

<i>Titolo dell'attività:</i>	Mastering Design Thinking and PoC Projects for Breakthrough Innovation (IN LINGUA INGLESE)
<i>Tipo di attività:</i>	Seminario
<i>Docente referente:</i>	Prof. ELONA MARKU, Prof. MARYIA ZAITSAVA
<i>Posta elettronica:</i>	Elona.marku@unica.it , maryia.zaitsava@unica.it
<i>Numero di crediti:</i>	2 CFU
<i>SSD:</i>	SECS-P/08 SECS-P/10
<i>Altri contatti di riferimento:</i>	None
<i>Programma dell'attività:</i>	<p>Day 1: May 30, 2024 Hours 09:00 – 13:00, CREA-UniCa</p> <p>Design Thinking principles and methodology</p> <ul style="list-style-type: none">• Instructors will introduce the core principles of Design Thinking, exploring its pivotal role in developing impactful solutions.• An introduction to Design Sprint methodology, a streamlined five-step process designed to address critical business questions through innovative design, prototyping, and idea testing.• Showcasing existing successful applications of Design Thinking by leading companies. <p>Day 2: May 31, 2024 Hours 09:00 – 13:00, CREA-UniCa</p> <p>Design Thinking in action: proof-of-concept projects</p> <ul style="list-style-type: none">• Design Thinking approach for creating impactful PoC projects.• Participants will engage in hands-on Design Sprints, working in groups to navigate real-world PoC scenarios. <p>Day 3: June 07, 2024 Hours 09:00 – 13:00, CREA-UniCa</p> <p>Presentations and Group Discussions</p> <ul style="list-style-type: none">• Each group presents their project outcomes. These presentations, accompanied by short essays, provide a platform for students to articulate their journey, insights gained, and the practical applications of Design Thinking in PoC projects.• Group discussions to share experiences, provide feedback, and discuss the broader implications of Design Thinking.



<i>Prerequisiti:</i>	None
<i>Obiettivi formativi:</i>	<p>Objectives:</p> <p>Equip participants with a practical understanding of Design Thinking principles and their real-world applications.</p> <p>Provide methods for generating new, valuable ideas and refining them through feedback.</p> <p>Teach participants to co-create and rapidly develop concepts within time constraints.</p> <p>Offer experience in applying Design Thinking to real-world projects, specifically in proof-of-concept (PoC) projects.</p> <p>Participants will have the opportunity to apply their learning directly to real-world projects. This involves working on specific projects aimed at detecting market opportunities for new technologies, thereby bridging the gap between theoretical learning and practical application.</p> <p>Main topics:</p> <ul style="list-style-type: none">• Design thinking• Design sprints• Proof-of-concept
<i>Numero massimo di studenti:</i>	20
<i>Testi e letture consigliate:</i>	<ul style="list-style-type: none">• Brown, T. (2008). Design thinking. Harvard business review, 86(6), 84.• Liedtka, J. (2018). Why design thinking works. Harvard Business Review, 96(5), 72-79. <p>All materials will be handed to students during the seminar for further reading.</p>
<i>Modalità di verifica finale:</i>	Each group will prepare a short essay about the idea developed and the final presentations. The documents will be sent to elona.marku@unica.it and/or maryia.zaitsava@unica.it .
<i>Modalità e termini di iscrizione:</i>	<p>The seminar will involve up to 20 students enrolled in Master's Degree and Bachelor programs of the University of Cagliari —International students are also welcome.</p> <p>The call will remain open from April 15th to May 5th. Students can apply via a form to be filled out online including a set of questions about their background and a motivation letter (in English).</p> <p>Selected students will be informed no later than May 10th.</p>