



ANNO ACCADEMICO 2024/2025

Titolo dell'attività:	Design Thinking Lab for Impact: Co-Creation and Innovation in International Enterprises (in English)
Tipo di attività:	The seminar is conceived as a lab that combines face-to-face talks and classes, working groups, and final presentations.
Docente referente:	Prof. Maryia Zaitsava, Prof. Elona Marku
Posta elettronica:	<a href="mailto:maryia.zaitsava@unica.it">maryia.zaitsava@unica.it</a> , <a href="mailto:elona.marku@unica.it">elona.marku@unica.it</a>
Numero di crediti:	2
SSD:	SECS-P/08   SECS-P/10
Altri contatti di riferimento:	
Programma dell'attività:	<p>This is a series of an interactive seminars, led by instructors and international guest experts in Design Thinking. The series of seminars (held entirely in English) designed for management students, aimed at equipping them with practical tools and methodologies to develop innovative solutions through Design Thinking. The seminar series offers not only a solid theoretical foundation but also an experiential approach, allowing students to immediately apply the knowledge they acquire. It draws on real-world practices from international enterprises, providing students with a global perspective on innovation and collaboration.</p> <p><b>Dates and Times:</b></p> <ul style="list-style-type: none"><li>• 22 May 2025: 9:00 AM – 1:00 PM</li><li>• 23 May 2025: 9:00 AM – 1:00 PM   2:30 PM - 4:30 PM</li><li>• 24 May 2025: 9:00 AM – 11:00 AM</li></ul> <p><b>Location:</b> CREA-Unica, Via Ospedale 121, Cagliari</p> <p><b>Program details:</b></p> <p><b>Part 1: Fundamentals of Design Thinking and Co-Creation in International Enterprises</b></p> <ul style="list-style-type: none"><li>• An introduction to Design Thinking mindset and its relevance to innovation in the modern global world. The session will include case studies co-creation methodologies and tools used by global companies to foster collaboration among multidisciplinary teams within the Design Thinking framework.</li><li>• An introduction to Design Sprint methodology, a streamlined five-step process designed to address critical business questions through innovative design, prototyping, and idea testing.</li></ul> <p><b>Part 2: Collaborative Innovation in Practice – From Culture to Challenge</b></p> <ul style="list-style-type: none"><li>• An international company will be introduced as a case example of collaborative innovation, with a guest manager providing insights into how</li></ul>



	<p>co-creation and teamwork are embedded in the company's organizational culture.</p> <ul style="list-style-type: none"><li>• A real-world corporate challenge will be presented for students to work on. This will provide participants with a concrete opportunity to apply the principles of Design Thinking to a problem grounded in an actual organizational context.</li></ul> <p><b>Part 3: Ideas Challenge Lab – Practical Application of Design Thinking</b></p> <ul style="list-style-type: none"><li>• Students will engage in a hands-on group project based on a corporate challenge presented by an international company, applying Design Thinking methods to develop innovative solutions.</li><li>• Each group will present their proposed solution and submit a brief essay, sharing key insights and discussing how Design Thinking was applied. A final discussion will allow peer feedback and exchange of experiences.</li></ul>
<i>Prerequisiti:</i>	None
<i>Obiettivi formativi:</i>	<ul style="list-style-type: none"><li>• Equip participants with a theoretical and practical understanding of Design Thinking principles and their real-world applications.</li><li>• Offer experience in applying Design Thinking to real-world projects.</li><li>• Expose students to innovation practices and collaborative challenges drawn from international business contexts, enhancing their global readiness and cross-cultural competencies</li></ul> <p>Main topics:</p> <ul style="list-style-type: none"><li>• Design thinking</li><li>• Design sprints</li><li>• International teams</li><li>• Diverse teams</li></ul>
<i>Numero massimo di studenti:</i>	20
<i>Testi e letture consigliate:</i>	Materials and resources will be provided during the sessions.
<i>Modalità di verifica finale:</i>	<ol style="list-style-type: none"><li>1. Final presentation of the groups on created solutions.</li><li>2. Each group will prepare a short essay about the idea developed and the final presentations. The documents will be sent to <a href="mailto:maryia.zaitsava@unica.it">maryia.zaitsava@unica.it</a> and <a href="mailto:elona.marku@unica.it">elona.marku@unica.it</a>.</li></ol>
<i>Modalità e termini di iscrizione:</i>	The seminar will involve up to 20 students enrolled in master's and bachelor's programs of the University of Cagliari —International students are also welcome. The call will remain open from <b>28<sup>th</sup> April 2025 to 19<sup>th</sup> May 2025</b> . Students can apply via the following <a href="#">form</a> to be filled out online including a set of questions about their background and a motivation letter (in English). Selected students will be informed no later than <b>20<sup>th</sup> May, 2025</b> .