



International Academy of Rome

A Member of **BAU** GLOBAL

Course Code	Course Name			ECTS Credits
GEP1810	Design Thinking Management			4
Basic information				
Language of instruction:	English			
Type of course:	Core			
Mode of Delivery:	Face to Face			
Course Objectives:	<p>This course aims to apply the design thinking method to the fields of excellence of the made in Italy brand, such as Design, Luxury, Fashion.</p> <p>Designers have their own distinct way of understanding the world, "Artists and scientists operate in the physical world as it exists in the present; mathematicians operate on abstract relationships; designers treat as real what exists in a imagined future and show how the foreseen thing can be made" / cit. <i>John Chris Jones, 1992</i></p> <p>Designers can give a shape to an idea and are naturally born to anticipate times. Italians are renowned in the world for their passion for design, which is inspired by history, driven by a unique relationship with art, fueled by an outstanding ability to innovate and adapt tradition to new needs, enhanced by craftsmanship and traditional gestures. With this course students will learn how to apply the design thinking method to one of the industries of excellence of the Made in Italy Brand, by analysing specific case studies in order to understand how Italian designers/entrepreneurs identify, prototype and test new ideas for new products.</p> <p>Brainstorming sessions will be conducted de visu with Italian renowned entrepreneurs.</p>			
1 - understand the process of design thinking				
2 - explore the concepts of chaos, complexity and feedback				
3 - apply interactive planning and decision support systems				
Detailed Course Contents				
Activity	Subject			
1)	Thinking process: dreaming, metaphor, paradigm, environment			
2)	How to answer what, how and why questions. Reductionist and holistic approaches			
3)	Systems thinking: definition of systems and the implications of definitions for problems			
4)	Theory of chaos and complexity			
5)	Socio/cultural system in Italy			
6)	MID TERM EXAM IN CLASS			
7)	Idealised design			
8)	Interactive planning			
9)	Decision support system			
10)	FINAL PROJECT PRESENTATION			
Sources				

Course Notes / Textbooks:	GHARAJEDAGHI, J. (2011) Systems thinking : managing chaos and complexity: a platform for designing business architecture. Burlington, Morgan kaufmann
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References:	
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Evaluation System

Assessment Requirements	Number of Activities	Level of Contribution		
Midterm	1	40%		
Final	1	60%		
TOTAL		100%		

ECTS / Workload Table

Activities	Number of Activities	Duration (Hours)	Workload	
Course Classes	8	4.5	36	
Self Study Hours			60	
Midterms	1		3	
Final	1		2	
Total Workload			100	