

## Syllabus: “Design Thinking Intercontinental COIL Programme”

International School, Summer Term 2025

Catharina Wassink, Economist, MBA Marketing Specialization

### “Innovate Across Borders: Embrace the Future of Global Collaboration”

#### (a) Inhalt und Ansatz | Content and Approach

- This course offers a unique opportunity to engage with and learn from diverse perspectives across three continents - America, Africa, and Europe - through the lens of Design Thinking, a human-centred approach to creating revolutionary solutions. The course has been designed in collaboration with ProTELC - Pro Thuringian Life Cycle initially for students with focus on MINT (Mathematics, Informatics, Natural Sciences, and Technology) careers. However, all students interested in exploring how different fields can come together to innovate and solve real-world problems are welcome, regardless of their academic background.
- Course Outline:
  - Human-Centred Design: Develop empathy to understand customer needs deeply, moving through ideation and prototyping to testing, all while valuing diverse user perspectives.
  - Collaborative Online International Learning (COIL): Engage in rich intercultural exchanges and virtual collaborations to tackle global challenges alongside international peers from varied educational and cultural backgrounds.
  - Interactive Learning Experience: Actively participate in lectures, presentations, and videos, enhanced by collaborative group work, peer reviews, and guidance from instructors with diverse expertise.
  - Cross-Cultural Collaboration: Cultivate effective teamwork across diverse cultures and mindsets, utilizing the unique strengths of participants from different educational backgrounds to create innovative projects.
  - Professional Skill Development: Advance your skills in client management, communication, and virtual collaboration, all tailored to thrive in a global business environment enriched by cultural diversity.
  - Global Networking: Build and sustain local and international networks, fostering professional relationships that leverage educational and cultural diversity for career advancement.
- Enhanced learning components:
  - Case Studies: Apply design thinking principles through the analysis of real-world scenarios.
  - Design Thinking Workshops: Collaborate on specific challenges in hands-on sessions.
  - Pitch Practice Sessions: Develop and refine ideas into effective pitches.
  - Innovation Lab: Test and iterate project ideas in a practical module.
  - Global Collaboration Module: Engage in teamwork across various cultures and geographies.
- Students are required to have at least an advanced level of English to fully engage with the course.
- Regular attendance (minimum 80%) is required to be eligible for the exam.
- Upon successful completion of the course, students will be awarded 2 ECTS credits and will receive a joint certificate from all partnering universities.
- All participants are required to register for the course via Stud.IP, where all course materials will be available. If you encounter issues registering via Stud.IP, contact Catharina Wassink at

[CatharinaWassink@gmail.com](mailto:CatharinaWassink@gmail.com). **Note:** The teaching materials on Stud.IP do not replace class attendance, as not all content will be covered.

## (b) Qualifikationsziele | Learning Objectives

- By the end of the course, students will:
  - acquire a deep understanding of empathy, ideation, prototyping, and testing to innovate effectively based on user needs.
  - develop the skills necessary for effective communication and collaboration across diverse cultural and linguistic backgrounds.
  - advance in client management, strategic communication, and virtual collaboration essential for today's global business environment.
  - build and leverage an international network to gain diverse cultural insights and professional opportunities.

## (c) Kursstruktur | Course Structure

- The course combines on-site lectures and online sessions
  - **On-site lectures:           Wednesdays 17:00-19:30   Room H 0112**
    - 14/05/2025
    - 21/05/2025
    - 28/05/2025
    - 04/06/2025
    - 11/06/2025
    - 18/06/2025
  - **Online sessions (tba)**

## (d) Kontakt | Contact

- Email: [CatharinaWassink@gmail.com](mailto:CatharinaWassink@gmail.com) | +49 152 06573863

## (e) Studien- und Prüfungsleistungen | Course Assessment

- Pitch talk
- Examination date: 18/06/25
- It is required to register through QIS during 16/07/25 and 29/07/25 for assessment.
- 2 ECTS