



Syllabus:

“Design Thinking COIL Program”

Intercultural Courses for International Students
Catharina Wassink, Economist, MBA Marketing Specialization

(a) Inhalt und Ansatz | Content and Approach

Design thinking is a human-centered innovation process - based on understanding customer needs, developing empathy, and building rapid prototypes, generating creative ideas - that transforms the way we develop products, services, processes, and organizations. This program is a practical process aimed at teams and individuals who want to learn a systematic and proven approach to new product development. Design Thinking is innovation designed by humans, with humans, for humans.

In addition, learning experiences from different countries in a hybrid way prepares the student to work in a team in a globalized world.

(b) Qualifikationsziele | Learning Objectives

- Expose students to the design process as a tool for innovation
- Develop students' professional skills in client management and communication
- Demonstrate the value of developing a local and international network and assist students in making lasting connections
- Create design thinking teams and conduct design thinking sessions
- Provide an authentic opportunity for students to develop teamwork, creativity, leadership, and Pitch Talk skills

(c) Kursstruktur | Course Structure

COIL Program (cooperative English-taught lecture between two classes in two or more different countries) - online and offline between the University of Lagos, Nigeria and Schmalkalden University of Applied Sciences, Germany

- The course takes place:
 - Friday 13.01.2023 15:30 - 18:30
 - Saturday 14.01.2023 10:00 - 15:00
 - Friday 20.01.2023 15:30 - 18:30
 - Saturday 21.01.2023 10:00 - 15:00

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- Teamwork activities, Product Design
- For the satisfactory completion of the course, exchange students will receive two (2) ECTS
- Certificates of Attendance from both universities will be awarded to Participants
- For the final grade students will have to deliver a Design Thinking Pitch Talk (21.01.2023)

(f) Course Methodology

- H0114
- Maximum 25 participants (half from each university)
- Students must attend all the sessions.
- Teams will be made by random, with students from both universities
- For the final grade students will have to make a project presentation following each step of the Design Thinking
- Maximum 5 students per group
- Online and offline activities
- Attendance will be measured both by virtual presence in the course and student interaction with course learning materials and assignments
- We will keep in contact by a Check Group to be announced in class and by email
- I'm here for you! I'm just a click away, for any doubt or idea just send me an email or a private message by telephone SMS

See you!
Catharina Wassink