

## DESCRIPTION OF A STUDY COURSE

<b>Course unit title</b>	<b>Design Methods in Management</b>		
<b>Programme</b>	<b>Business Administration</b>		
<b>Level of course unit</b>	<b>Master's Study</b>		
<b>Course unit code</b>	<b>MV011</b>		
<b>Name of lecturer(s)</b>	<b>Guest lecturer Lilita Sparane</b>		
<b>ECTS</b>	<b>3</b>		
<b>Language of instruction</b>	<b>Latvian or English</b>		
<b>Type of course unit (compulsory, optional)</b>	<b>Compulsory</b>		
<b>Semester when the course unit is delivered</b>	<b>2nd</b>		
<b>Mode of delivery</b>	<b>Face-to-face</b>		
<b>Aim of Course</b>	To empower students and professionals with innovative problem-solving skills that enhance performance and competitiveness.		
<b>Preliminary knowledge</b>	Innovation Management	Creative Thinking	Project Management
<b>Course contents</b>	No	Title	
	1	Understanding Design and Design Thinking Principles.	
	2	Use the Design Thinking method to address problems. User-Centered Approaches.	
	3	Collaboration and Teamwork. Work collaboratively in diverse teams, leveraging different perspectives and skill sets to drive innovative solutions.	
	4	Real-World Application: Through case studies and project work, students utilize Design Thinking methods to tackle actual organizational challenges, facilitating hands-on learning and practical experience.	
	5	Creating solutions and concepts during the innovation process. Evaluating ideas through prototyping and testing.	
	6	Creating a mindset that embraces continuous improvement and strategic innovation to drive organizational success.	
<b>The study course calendar</b>	No	Topic	Type of assessment
	1	Introduction to the service and process design terminology.	

<b>Planned learning activities and teaching methods</b>	2	Global and Latvian case studies using Design Thinking methods in the private and public sectors.	
	3	Practical Workshop - Exploring and defining issues.	Individual work; Individual work and the presentation
	4	A collection of techniques employed in design processes to generate ideas and seek innovative solutions.	
	5	Practical Workshop - ideation and validation.	Group work and the presentation
	6	Practical Workshop - prototyping and testing ideas with a potential end-user. Analysis of the results.	Group work and the presentation
	7	The effectiveness of the Design Thinking method in organizational management and the innovation process.	Literature discussion
	8	Closing presentation/exam.	Test
	Assessment of learning outcomes		Distribution (%)
	Active participation in the class		40%
	Individual work; Individual work and the presentation		10%
	Group work and the presentation		30%
	Test		20%
	Total (%):		100%
	Teaching methods		Student workload (h)
	Classes in the auditorium		4
	Lecturer-led class discussion		6
	Lecturer-led group assignments		12
	Brainstorming		2
	Case study		12
	Work in the library		28
	Research		16
	Total (h):		80
<b>Planned learning outcomes</b>	No	Learning outcomes	No of progr. study results
	1	Familiar with the basic principles of the Design Thinking method and can apply them for problem solving.	2
	2	Can make decisions about innovation processes in organisation based on the user research findings.	3, 5
	3	Able to work in a group and make strategically difficult decisions, respecting the principles of ethics and empathy.	4, 6

Assessment methods and criteria	4	Able to analyse different interdisciplinary challenges in the management processes by applying the methods used in the design.			9, 13	
	Learning outcomes		1	2	3	4
	Assessment methods					
	Active participation in the class		•	•	•	•
	Individual work; Individual work and the presentation			•		
	Group work and the presentation		•		•	•
Mandatory and supplementary literature	Test		•	•		•
	<p><i>Mandatory:</i></p> <p>1.Brown, Tim. (2009), Change by Design. New York: Harper Collins.</p> <p>2.Koivisto, Mikko and Satu Miettinen, ed. (2009), Designing Services with Innovative Methods. Keuruu: University of Art and Design Helsinki.</p> <p>3. Lockwood, Thomas, ed. (2010), Design Thinking: Integrating Innovation, Customer Experience, and Brand Value. New York: Allworth Press.</p> <p>4. Kelley, T., &amp; Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.</p> <p>5. studies.ba.lv. Moodle materials (case studies, articles, presentations, video, audio etc.)</p> <p><i>Supplementary:</i></p> <p>1. Nigel Cross’ Design Thinking: Understanding How Designers Think and Work, BERG, Oxford, New York, 175 p.</p> <p>2. Liedtka, J. (2011). "Design Thinking: Promise and Pitfalls." Strategy &amp; Leadership, 39(2), 37-41.</p> <p>3.Stickdorn M., Schneider J. This is Service Design Thinking: Basics-Tools-Cases (2011), 376 p.</p> <p>4. Roger Martin. The Design of Business: Why Design Thinking is the Next Competitive Advantage.</p> <p>5. Shelley Goldman, et al. Design Thinking for the Greater Good: Innovation in the Social Sector.</p> <p>6. Jake Knapp, John Zeratsky, and Braden Kowitz. Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days.</p>					