

DESCRIPTION OF A STUDY COURSE

Course unit title	Design Methods in Management		
Programme	Business Administration		
Level of course unit	Master's Study		
Course unit code	MV011		
Name of lecturer(s)	Guest lecturer Lilita Sparane		
ECTS	3		
Language of instruction	Latvian or English		
Type of course unit (compulsory, optional)	Compulsory		
Semester when the course unit is delivered	2nd		
Mode of delivery	Face-to-face		
Aim of Course	To empower students and professionals with innovative problem-solving skills that enhance performance and competitiveness.		
Preliminary knowledge	Innovation Management	Creative Thinking	Project Management
Course contents	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.	
The study course calendar	No	Topic	Type of assessment
	1	Introduction to the service and process design terminology.	

Planned learning activities and teaching methods	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	
Planned learning outcomes	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			•		
Mandatory and supplementary literature	Group work and the presentation		•		•	•
	Test		•	•		•
	<p><i>Mandatory:</i></p> <ol style="list-style-type: none"> 1. Brown, Tim. (2009), <i>Change by Design</i>. New York: Harper Collins. 2. Koivisto, Mikko and Satu Miettinen, ed. (2009), <i>Designing Services with Innovative Methods</i>. Keuruu: University of Art and Design Helsinki. 3. Lockwood, Thomas, ed. (2010), <i>Design Thinking: Integrating Innovation, Customer Experience, and Brand Value</i>. New York: Allworth Press. 4. Kelley, T., & Kelley, D. (2013). <i>Creative Confidence: Unleashing the Creative Potential Within Us All</i>. Crown Business. 5. studies.ba.lv. Moodle materials (case studies, articles, presentations, video, audio etc.) <p><i>Supplementary:</i></p> <ol style="list-style-type: none"> 1. Nigel Cross' <i>Design Thinking: Understanding How Designers Think and Work</i>, BERG, Oxford, New York, 175 p. 2. Liedtka, J. (2011). "Design Thinking: Promise and Pitfalls." <i>Strategy & Leadership</i>, 39(2), 37-41. 3. Stickdorn M., Schneider J. <i>This is Service Design Thinking: Basics-Tools-Cases</i> (2011), 376 p. 4. Roger Martin. <i>The Design of Business: Why Design Thinking is the Next Competitive Advantage</i>. 5. Shelley Goldman, et al. <i>Design Thinking for the Greater Good: Innovation in the Social Sector</i>. 6. Jake Knapp, John Zeratsky, and Braden Kowitz. <i>Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days</i>. 					