

HSB-Short Term Study Program 2024

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.



DESIGN THINKING

Course dates: 3 June – 26 June 2024

Credit hours: 3 credit hours

Syllabus

Instructor:	Dr. Regine Komoss	
	School of International Business Bremen City University of Applied Sciences / Hochschule Bremen - HSB	
	Senior Lecturer	
Email: regine.komoss@hs-bremen.de		

Schedule: Monday-Thursday 13.30 h – 16.45 h



Course Description:

Be driven by curiosity. This is one of the basic principles of Design Thinking, a methodology that uses analytical rigor and creativity to develop innovative solutions. Professionals from a variety of academic disciplines contributed to the development of Design Thinking. It's a non-linear iterative approach that focuses on customers needs and proved to be valuable for innovative problemsolving in a volatile, uncertain, complex and ambiguous world (VUCA). Design Thinking consists of certain stages: Emphasize – Define – Ideate – Test & Prototype – Lessons Learned. A variety of mainly creativity tools can be applied to the different stages.

Design Thinking is not only a methodology but also a mindset. Design Thinking aims to “think outside the box” and challenges established mental models. The intention is to foster a growth mindset which involves raising awareness about cognitive biases.

Teaching and learning:

The course prioritizes active practice over passive learning. It gives short theoretical inputs but focuses on lots of opportunities to practice and train creativity and imagination.

Assessment will be the presentation of a project (teamwork) at the end of the course. In addition there will be three Assignments. These are reflections about the course. Students will get inspired to use journaling techniques for the assignments.

Learning objectives:

Cognitive Skills

Students will be able to

- Describe the different stages of Design Thinking
- Explain advantages and disadvantages of a non-linear iterative approach in comparison to a linear approach.
- Name appropriate creativity tools for the different stages

Skills

Students will be able to

- Adapt and apply the knowledge about Design Thinking to a project they work on in the course
- Use creativity tools and acquire skills to work in teams
- Develop social competence (e.g. communication skills, giving and receiving feedback)

Mindset

Students will be able to

- Assess their beliefs and value and become aware of cognitive biases
- Grasp the significance of a “Growth Mindset”

Prerequisites for attendance:

Openness and the willingness to embrace a growth mindset.

Evaluation criteria:

Homework assignments (3)	20 %
Team Project and Presentation	80 %

Grading System:

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany
 Phone: +49-(0)421-59054163 / ifk@hs-bremen.de
www.hs-bremen.de/short-term-study-programme