



COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: 8 weeks.

Course ID: BBUS 3013

Course Title: DESIGN THINKING FOR BUSINESS

College: College of Unrestricted Education – Business & Leadership

Prerequisites: BBUS 1003

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course provides an overview of the design thinking process and tools useful for business innovation. Emphasis is on developing an iterative approach to problem solving and explores a variety of design-based methodologies and tools. Students create a project for critique among their peers for business viability.

Course Overview

This course provides an overview of the design thinking process and tools useful for business innovation. Emphasis is on developing an iterative approach to problem-solving and exploring various design-based methodologies and tools. This course in Design Thinking attempts to answer the question that many organizations and individuals are facing today. How can we be consistently creative and routinely innovative on a day-to-day basis? Design Thinking seeks to answer that question with its mindsets and its process. Our hope is that by learning and experiencing Design Thinking, you will begin to find and develop solutions to business challenges.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 9.67 hours per week.

Course Materials

Portolese, L., Krause, J., & Bonner, J. (2019). Entrepreneurship. Boston, MA: Flatworld.

Pressman, A. (2019). Design Thinking: A guide to creative problem solving for everyone. New York, NY: Routledge.

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Design Thinking
- Empathy / User understanding
- Collaboration
- Brainstorming
- Ideation
- Prototyping
- Testing

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Explain design thinking as it relates to business and innovation.
2. Develop the mindset needed to identify a viable business or organization problem for a business idea.
3. Apply the process of design thinking to understand a stakeholder's needs through empathy.
4. Apply the process of design thinking to define stakeholder's problems from their point of view.
5. Apply the process of design thinking to ideate solutions to the stakeholder's problem.
6. Apply the process of designing a prototype of your business idea or solution for the stakeholder's problem.
7. Apply the process of design thinking to test a business idea or solution.
8. Evaluate a Christian biblical perspective on creativity, problem-solving, and innovation based on Genesis 1 and 2.

Late Work

None Accepted

Extra Credit

None Accepted

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS

Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1

XX/XX/XX - XX/XX/XX



Aim

- Identify a viable business or organization problem for a business idea.
- Define design thinking as it relates to creativity, innovation, and business.
- Explain the design thinking process and the building blocks of design thinking.
- Discuss a Christian biblical perspective on creativity, problem-solving, and innovation based on Genesis 1 and 2.



Learn

- **Read Chapter 4 of** - Portolese et al.
- **Read Chapters 1-3 of** - Pressman
- **Additional Resources provided in the course**



Apply

- Module 1 Discussion A Biblical Perspective on Creativity & The Building Blocks of Design Thinking and the Process
 - Due: Saturday, Tuesday
 - Points: 35
- Stakeholder Research Plan
 - Due: Tuesday
 - Points: 125
- Chapter 4: How Do I Write a Marketing Plan?
 - Due: Tuesday
 - Points: 100

MODULE 2:
XX/XX/XX - XX/XX/XX

 Aim

- Select and provide a reason(s) for a potential idea(s).
- Describe the process of design thinking to understand a stakeholder's needs through empathy.
- Explain idea generation, the characteristics of idea generation, and methods for idea generation.
- Identify how to determine a good idea.

 Learn

- **Read Chapter 1 of** - Portolese et al.
- **Read Chapters 1-3 of** - Pressman
- **Additional Resources provided in the course**

 Apply

- Module 2 Discussion
 - Due: Saturday, Tuesday
 - Points: 35
- Chapter 1: What is Entrepreneurship?
 - Due: Tuesday
 - Points: 100

MODULE 3:

XX/XX/XX - XX/XX/XX



Aim

- Discover ways to consistently be creative and routinely innovative and develop solutions to business challenges.
- Apply the process of design thinking to understand a stakeholder's needs through empathy.
- Name and explain the five stages of design thinking and the five building blocks of design thinking.
- Evaluate a Christian biblical perspective on creativity, problem-solving, and innovation based on Genesis 1 and 2.



Learn

- **Read Chapter 2 of** - Portolese et al.
- **Read Chapters 1-3 of** - Pressman
- **Additional Resources provided in the course**



Apply

- Module 3 Discussion Made for Stewardship & Primary and Secondary Research
 - Due: Saturday, Tuesday
 - Points: 35
- Stakeholder Primary Research
 - Due: Tuesday
 - Points: 125
- Chapter 2: Understanding the Basics of Business
 - Due: Tuesday
 - Points: 100

MODULE 4:

XX/XX/XX - XX/XX/XX



Aim

- Analyze how to use design thinking to solve business problems, advance knowledge and capture value.
- Apply the process of design thinking to define stakeholder's problem from their point of view.
- Demonstrate how to reframe a problem into a design idea using an HMW statement.
- Explain how design-thinking can be used to engage analytical thinking, intuition in the task of continuously redesigning.



Learn

- **Read Chapter 3-5 of** - Portolese et al.
- **Read Chapters 1-3 of** - Pressman
- **Additional Resources provided in the course**



Apply

- Module 4 Discussion POV Statements & HMW Statements
 - Due: Saturday, Tuesday
 - Points: 35
- Chapter 3: How Do I Determine a Good Idea and Opportunity?
 - Due: Tuesday
 - Points: 100

MODULE 5:
XX/XX/XX - XX/XX/XX

 Aim

- Evaluate how to use design thinking to solve business problems, advance knowledge, and capture value.
- Develop a business idea or solution using the design thinking process and building blocks.
- Utilize the information gathering process to research to understand a stakeholder's needs.
- Explain how context analysis and opportunity assessment can be used to engage analytical thinking and intuition in continuously redesigning.

 Learn

- **Read Chapter 3-5 of - Portolese et al.**
- **Read Chapters 5-8 of - Pressman**
- **Additional Resources provided in the course**

 Apply

- Module 5 Discussion Context Analysis and Opportunity Assessment
 - Due: Saturday, Tuesday
 - Points: 35
- Design Idea Context Analysis and Opportunity Assessment Plan
 - Due: Tuesday
 - Points: 125

MODULE 6:
XX/XX/XX - XX/XX/XX



Aim

- Investigate the value of a business idea or opportunity.
- Explore ways to prototype a business idea or opportunity.
- Discuss prototyping a business idea or opportunity.
- Review a Christian biblical perspective on creativity, problem-solving, and innovation based on Genesis 1 and 2.



Learn

- **Read Chapter 5-6 of - Portolese et al.**
- **Read Chapters 5-8 of - Pressman**
- **Additional Resources provided in the course**



Apply

- Module 6 Discussion Christian Creativity and Prototyping
 - Due: Saturday, Tuesday
 - Points: 35
- Chapter 5: How Do I Manage Change?
 - Due: Tuesday
 - Points: 100

MODULE 7:
XX/XX/XX - XX/XX/XX



Aim

- Investigate the value of a business idea or opportunity.
- Explore an informal business plan presentation and ways to prototype a business idea or opportunity.
- Discuss pitching an informal business plan and prototyping a business idea or opportunity.



Learn

- **Read Chapter 5-6 of - Portolese et al.**
- **Read Chapters 5-8 of - Pressman**
- **Additional Resources provided in the course**



Apply

- Module 7 Discussion Prototyping and Pitching Your Idea
 - Due: Saturday, Tuesday
 - Points: 35
- Chapter 6: How Do I Grow My Business?
 - Due: Tuesday
 - Points: 100

SECTION 3: COURSE SCHEDULE

MODULE 8: XX/XX/XX - XX/XX/XX



Aim

- Analyze the viability of business ideas and opportunities.
- Review how to incorporate design thinking to develop creativity.
- Examine a biblical perspective change based on Genesis 1 and 2, design thinking, and entrepreneurship has changed throughout the course?
- Evaluate what has been the most helpful aspect of the Design Thinking process.



Learn

- **Read Chapters 5-8 of - Pressman**
- **Additional Resources provided in the course**



Apply

- Module 8 Discussion Prototyping and Pitching Your Idea
 - Due: Saturday, Tuesday
 - Points: 35
- Design Idea Prototype and Final Project
 - Due: Tuesday
 - Points: 125

SECTION 4: ASSESSMENTS

Discussion Forums

Description

Each week, students will participate in either one discussion forum.

Total Possible Points

280

Grade Weight

32%

Homework

Description

In weeks one (1), two (2), three (3), four, (4), six (6), and seven (7), students will be completing homework from the Portolese et al. (2019) textbook.

Total Possible Points

600

Grade Weight

18

Assignments

Description

Each week, students will be performing a variety of assignments that relate to the process of Design Thinking, entrepreneurship, developing a design idea, and solving a specific stakeholder problem.

Total Possible Points

500

Grade Weight

50