

Entrepreneurship**Course Number: 33:382:105****Course Title: Design Thinking Approach to Innovation and Entrepreneurship****COURSE DESCRIPTION**

Creating new businesses, capturing new markets, and enhancing organizational effectiveness occur through improving productivity or innovation, or both. New discoveries, new technologies, competition, and globalization compel both entrepreneurs and existing firms to foster innovation and agility. Design thinking is a human-centered, prototype-driven process for innovation that can be applied to product, service, and business design. This course examines the theory and practice of promoting and managing innovation in start-ups and existing firms. This course explores successful use of design thinking frameworks for the design of strategies, funding techniques, business models, risks, and reducing barriers for introducing break-through products and services. Topics include business model innovation, design-driven innovation, leadership, strategy, information technology, knowledge management, process improvement, performance measurement, and change management. In the course we will share frameworks for identifying market and technology trends that can stimulate opportunities for radical designs based on user engagement. With an improved understanding of the design thinking process participants will be better prepared for commercial success, whether they work in a large company deploying new solutions, or are interested in starting their own venture. The course will place particular emphasis on the importance and role of experimentation and learning from failure, as well as provide access to a series of tools that can help an organization decide whether, or not, to continue with a specific development process. In this course, students learn theories and practices for innovation, tools and methods for design inquiry, and characteristics of “design attitude.” The course emphasizes hands-on project and studio-style project works.

COURSE MATERIALS**TBD****LEARNING GOALS**

Students will develop skills for evaluating, articulating, refining, and pitching a new product or service offering, either as a start-up business or a new initiative within an existing firm. This course is appropriate for all students interested in innovation and design as necessary components of new businesses today.

BUSINESS PLAN OR PROJECT

A business “Pitch” presentation and a prototype are required. This should represent significant effort and can take the form of a business plan, commercialization of a scientific discovery, or a proposal or case study of an enterprise transformation initiative. Team or group projects are encouraged. All project proposals must be approved in advance. On-going advice and assistance will be available.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

GRADING POLICY

Grading is based on:
15% Class Participation
15% Homework
30% Midterm Presentation
40% Final Presentation

COURSE SCHEDULE

Topics:

Week 1: Introduction - Development Processes and Organizations
Week 2: Opportunity Identification, Prototyping techniques
Week 3: Product Planning- Identifying Customer Needs
Week 4: Product Specifications
Week 5: Concept Generation, Patents and Intellectual Property
Week 6: Concept Selection
Week 7: Midterm presentations and prototype design review
Week 8: Concept Testing
Week 9: Product Architecture, Product Development Economics
Week 10: Industrial Design, Managing Projects
Week 11: Design for Environment,
Week 12: Robust Design Business
Week 13: Presentation and Prototype finalization
Week 14: Plan and Pitch presentations to investors and other experts

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]