

Summer University Warsaw 2020 – SGH

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Course title: Creative Problem-Solving Process and Design Thinking

Duration: 28 contact hours

Objectives:

The aim of the course is to teach and train the methodology of:

1. Creative Problem-Solving process. CPS is a form of deliberate creativity: a structured process for solving problems or finding opportunities, used when you want to go beyond conventional thinking and arrive at creative (novel and useful) solutions. The course is going to introduce to students how the Creative Problem-Solving process can be used in finding the optimum solution for tasks.
2. Design Thinking, which can be used as a powerful tool to develop new products for clients.

Outline:

Creative Problem-Solving process:

- Process of CPS: Problem finding
- Process of CPS: Fact finding
- Process of CPS: Problem definition
- Process of CPS: Idea finding
- Process of CPS: Evaluating and selecting
- Process of CPS: Action planning
- Process of CPS: Gaining acceptance
- Process of CPS: Taking action

Design Thinking:

- Introduction to the Design Thinking
- Understanding Your User
- Ideation
- Idea Visualization
- Action Plan

Teaching methods:

1. Lectures
2. Exercises
3. Case studies
4. Team work
5. 1 project per team of students with an oral presentation

Assessment:

1. Team project with oral presentation
2. Short individual presentation

Learning outcomes:

- Understanding of CPS Process
- Understanding of Design Thinking Methodology

Journals & Books References:

- Alex Osborn, *Applied Imagination: Principles and Procedures of Creative Problem Solving*, Creative Education Foundation Press, 1953/2001, ISBN 0-930222-73-3
- Edward de Bono, *Lateral Thinking : Creativity Step by Step*, Harper & Row, 1973, trade paperback, 300 pages, ISBN 0-06-090325-2
- Tim Brown. *Design Thinking*. Harvard Business Review, June 2008.
- Altshuller, Henry. 1994. *The Art of Inventing (And Suddenly the Inventor Appeared)*. Translated by Lev Shulyak. Worcester, Massachusetts: Technical Innovation Center. ISBN 0-9640740-1-X.
- Rowe, G. Peter (1987). *Design Thinking*. Cambridge: The MIT Press. ISBN 978-0-262-68067-7.