

FORMATION COURTE

ENTREPRENARIAT,
CRÉATION,
REPRISE

STRATEGIC INNOVATION AND DESIGN THINKING



EN9

OBJECTIFS

> The focus of Strategic Innovation and Design Thinking is the integration of marketing and design in innovation and the creation of new ways of doing things and in the development of products and services. The course will be conducted in lecture and workshop modes employing cases, hands on exercises and a project to impart the key ideas. The course covers the underlying theory of design thinking and key marketing concepts. Topics will include design thinking, identifying customer needs, concept generation, product design and development and industrial design. It will incorporate modern tools and methods for product design and development. The course is intended to provide the following outcomes: Introduce students to design thinking and the use of key marketing concepts relating to customer needs and product development. Develop students' individual and collaborative capabilities to identify customer needs, create sound hypotheses, collect and interpret data, and develop a prototype. Gain competence with a set of tools and methods for design led, thinking and problem solving and product design and development. Develop awareness of the multiple functions in creating a new product (e.g. marketing, finance, design, engineering and manufacturing). Give students confidence in their ability to translate broadly defined opportunities into feasible innovation possibilities and recommendations. Enhance team working skills through the use of product co – creation.

PROGRAMME

> Day 1: Module 1 - Innovation and the Corporation, Module 2 - What is Design Thinking?, Module 3 - Business Model Innovation, Module 4 - The User - Identifying Consumer Needs.
> Day 2: Module 5 - Design Research, Module 6- Creative Thinking and Methods, Module 7 - Visualisation, Module 8 - Customer Journey Mapping.

> Day 3: Module 9 - Value Chain Analysis, Module 10 - Mind Mapping, Module 11 – Concept Development, Module 12 - Assumption Testing and Rapid Prototyping, Module 13 - Customer Co-creation.
> Day 4: Module 14 - Learning Launches and Storytelling, Module 15 - Business Model Generation, Module 16 - Presentation of the Projects.

INFORMATIONS PRATIQUES

Lieu :
Site Universitaire Manufacture des Tabacs

Tarif :
1440 euros par personne

Durée :
4 jours

Dates :
Nous consulter

INTERVENANT

> David Buisson, Professeur Emérite de Marketing de l'Université d'Otago - Nouvelle Zélande.

PUBLIC

Consultants en activité exerçant en cabinet ou en indépendants. Cadres expérimentés possédant généralement une expertise métier et une expérience managériale et sectorielle.

MÉTHODES PÉDAGOGIQUES

> Pédagogie interactive : alternance d'apports théoriques et études de cas, vidéos, discussions, retour sur les expériences des participants et simulation de situations professionnelles

