MKT4423/MKT4813 DESIGN THINKING & BUSINESS INNOVATIONS

AY 2020/2021 Semester 1

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COURSE DESCRIPTION

This module aims to raise the understanding of the significance of Design Thinking, Business Modeling & Lean LaunchPad; and its innovative applications to businesses.

It would provide:
- insights and practices of Design Thinking at the personal & organizational level;
- appreciation of business modeling and innovations & lean methodology;
- an experience of the processes and methodologies needed to take a creative idea all the way to market. It does these through a series of lectures, case studies, and intensive design thinking workshops; couple with field visits.

LEARNING OUTCOMES

Participant will learn:
- Design Thinking Methodology: Observation, Interviews, Visualization, Personas, Brainstorming and Prototyping.
- Business Innovations: Value Proposition Canvas & Business Model Canvas.
- Customer Development: Customer Discovery, Customer Validation & Pivoting.
- The development of a deep-tech startup.

MAJOR TOPICS

- Design Thinking: Methodology & Development Process
- Business Model: Customer Insights & Business Model Canvas
- Lean LaunchPad: Customer Development & Validated Learning
- Industry Visits to Firms & Organization Utilizing Design Thinking
- Major Design Thinking & Business Innovation Project
  (Sustainable Development & Green Finance)
- Developing a Deep-Tech Startup
  (NUS Graduate Research Innovation Programme)

READINGS

Tim Brown; Change By Design: How Design Thinking Transform Organizations & Inspires Innovation, 1st Edition; HarperCollins; ISBN 978-0-06-176608-4

Alexander Osterwalder & Yves Pigneur; Business Model Innovation; John Wiley & Sons; ISBN 978-0470-87641-1

Alexander Osterwalder et al, Value Proposition Design; John Wiley & Sons; ISBN 978-1-118-96805

Steve Blank: The Startup Owner Manual: The Step-by-Step Guide to Building a Great Company; K&S Ranch; ISBN: 978-0984999309

Melanie Swan: BlockChain – Blueprint for a New Economy; O'Reilly 2015

PRECLUSION

Nil

PREREQUISITE

Nil

ASSESSMENT

This module has no final examination; it is 100% continuous assessment. Your final grade in the course will be based on both individual and group work. The evaluation is as follows:

Component	Weight
Seminars / Participations	20%
Insight Paper	10%
Case Development (Deep-Tech Startup)	30%
Project 1 (Individual)	20%
Project 2 (Group)	20%
Total	**100%**

Projects
- Project 1: This is an individual project. All students are required to research and identify an opportunity in FinTech, and to pitch their idea and submit a Fact Sheet.
- Project 2: This is a group project, of 5 members, based on selected idea from Project 1. The Group will validate the market potentials, technical feasibility and scalable business model.

Case Development
- Students (in group of 2 or 3) will interview a GRIP team and develop a deep-tech startup case.

SCHEDULE

Week	Description
1- Lecture	Introduction & Design Thinking
2- Lecture	Introduction to Green Finance & FinTech
3- Lecture	Case Development Meeting
4- Lecture	Value Proposition Design
5- Lecture	Business Model Design
6- Lecture	Platform Design
Term Break	
7 - Lecture	Project 1 Presentation (Pitching & Report) Groups of 5 members formation.
8 – Lecture	Crowdfunding
9 – Field Visit	Visit to Fintech Accelerator / Corporate Innovation Centres
10 – Field Work	Case Development Review I
11 – Field Work	Case Development Review II
12 – Field Work	Case Development presentation to startup teams
13- Final Presentation	Group Project 2 Presentations

 # visit dates subject to changes due to availability.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:
http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct

Online Module on Plagiarism:
http://emodule.nus.edu.sg/ac/