DONGGUK UNIVERSITY INTERNATIONAL SUMMER SCHOOL

COURSE TITLE	Design Thinking Meets the Real Business World (Global Capstone Design)
DATES	June 24, 2024 – July 5, 2024
COURSE TIME	14:30-18:00
CREDIT HOURS	3 credits
PROFESSOR	Sue Hyun Lee (suehyun.dt@gmail.com)
COURSE DESCRIPTION	Innovation in business requires creative solutions that not only stand out but also address real user needs effectively. This course seamlessly integrates design thinking principles with real-world business challenges, guiding students through the entire process of solving realistic problems provided by an industry-leading Korean company. Emphasizing the creation of standout and user-centric solutions, the course covers understanding consumer problems, generating innovative ideas, developing prototypes, and refining solutions iteratively. **What is Design Thinking?** In the words of Tim Brown from IDEO: "Put simply, [design thinking] is a discipline that employs the designer's sensibility and methods to align people's needs with what is technologically feasible and what a viable business strategy can transform into customer value and market opportunity." In more specific terms, design thinking typically involves: - Solving problems through a human-centered approach. - Employing an iterative process to reach an improved solution. **Capstone Project with a South Korean company/organization (*tentative*)** This course centers around a capstone project involving collaboration among international students, including participants from South Korea. Depending on the project's complexity, students will form small teams to address a specific problem statement. The topic is provided from a South Korean company/organization. Each project team is supervised by faculty or project coaches. Additionally, students will have the opportunity to gain hands-on experience guest lecture series. ** The specific company name and topics will be announced in the first class. The current candidate companies/organizations are 'Amore Pacific' and/or the Korean branch of 'Save the Children.' However, there may be changes in the future, the confirmed company/organization will be announced in the first class.* **Course Methodology:** Utilizes a mix of lectures, guest lectures, videos, readings, and assignments. The project component allows students to apply design thinking to address challenges in a specific consumer context. **Connection with Marketing Core Course:** This course builds upon market segmentation, targeting, positioning, new product development, and advertising concepts.
SCHEDULE	<table><tr><td>**DAY 1 (Mon)**</td><td>Introduction</td></tr><tr><td>**DAY 2 (Tue)**</td><td>Problem Description</td></tr><tr><td>**DAY 3 (Wed)**</td><td>Why Design Thinking and the Design Thinking Process</td></tr><tr><td>**DAY 4 (Thurs)**</td><td>Guest Lecture</td></tr><tr><td>**DAY 5 (Fri)**</td><td>Empathize, Define, and Ideate</td></tr></table>

	DAY 6 (Mon)	Interim Presentation
	DAY 7 (Tue)	Prototype and Test
	DAY 8 (Wed)	Preparation of Final Presentation
	DAY 9 (Thurs)	Discussion, Feedback, and Comments
	DAY 10 (Fri)	Final Presentation
	* Course schedule subject to change under certain circumstances.	
REFERENCE	Instructors can recommend various references (including texts and journal articles) particular to topics of interest.	
EVALUATION	The evaluation of this course is based on the following criteria: 1) Attendance and Participation 2) Design Thinking Quiz 3) Interim Presentation 4) Final Presentation 5) Evaluation of Practitioners 6) Peer-evaluation	
ASSIGNMENT	1) Ideation and One-page Executive Summary 2) Interim Presentation 3) Final Presentation 4) Attendance and Peer Review	