Course Title: The Creative Entrepreneur: Innovation Through Design Thinking
Course Code: BUS 131
Instructor: Christina Wodtke & Laura Klein

Course Summary:
In this course, you will use classic design research techniques to learn from potential users and turn those insights into actionable product decisions. We will share practical tactics for innovation drawn from Lean Startup Methodology, User Centered Design, and Design Thinking. We will also explore the latest in Gamestorming design techniques to help you discover creative solutions to real user problems.

*Please see course page for full description and additional details.

Grade Options and Requirements:
- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Score will be determined by student attendance and participation.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose the Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:

Week 1
Introductions
A Brief Overview of Core Concepts
Generative User Research
Better Research Moderation Techniques
Activity: User Research and Interviewing Practice

Week 2
Research Synthesis Techniques
Empathy Maps
Light Timelines
Activity: Analysis of User Research Findings

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Week 3
An Introduction to the Customer Value Canvas
Lean Startup Concepts for Innovation
Activity: Creating your Value Canvas and Exploring Customer Needs

Week 4
Sketching and Storyboarding of Ideas
Using Sketching for Creative Exploration of Product Concepts
Activity: Product Concept Sketches and Storyboards

Week 5
Identifying the Assumptions in your Product Ideas
Activity: Assumptions Finding

Week 6
Finding your Ideal Customer and Market
Validating your Product Market Fit
Activity: Testing Your Ideas to See if they Make Sense

Week 7
Introduction to the Business Model Canvas
Price Testing
Activity: Creating your Business Model Canvas

Week 8
Feature Prioritization
Participatory Roadmaps
Activity: Finding the Core Features for your Product and Mapping the Customer Experience

Week 9
Pitching and Storytelling
Getting Others Onboard with your Ideas
Activity: Creating Pitch Decks

Week 10
Class Presentations
Activity: Pitching!