Course Title: The Creative Entrepreneur: Innovation Through Design Thinking
Course Code: Bus 131
Instructor: Christina Wodtke & David Sifry

Course Summary:

In this course, you will use classic design research techniques to talk to potential users and then turn that research into product decisions. We will use the Lean Startup methodology, with its emphasis on user-centered design in the build-measure-learn cycle; and proven design thinking processes from the Business Model Canvas such as empathy maps and visual thinking. We will also explore the latest design thinking approaches such as gametstorming, rapid sketch prototypes, and embodied cognition techniques to unleash latent creativity and insights. If you are in the early stages of a company or thinking of starting one, this course will equip you with key techniques to design your way to product/market fit.

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

Grade Options and Requirements:

- Credit/No Credit (CR/NC)
  - A passing grade (for "Credit") = at least 70% of expectations accomplished
- 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.

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

Tentative Weekly Outline:

Week 1: Introduction
  Introductions and Goals
  Core Concepts: Lean and Design Thinking
  Finding/Choosing a Cofounder
  Choosing a Market

Week 2: Who
  Market sizing & Research
Needfinding
Research synthesis and pattern finding
Competitive Analysis

Week 3: What
Product Ideation
Value Proposition
User Stories
Participatory Roadmaps and MVP design

Week 4: The Business
The Business Model Canvas
Acquisition and Retention

Week 5:
Identifying Assumptions
Validating Assumptions
Go to Market

Week 6:
Partnerships and outsourcing
Costs
Scaling your company

Week 7:
Funding and Pitching
Telling your company story
Exercise: Create a pitch deck

Week 8:
Product Pitches
Exercise: Oral Presentations by Teams