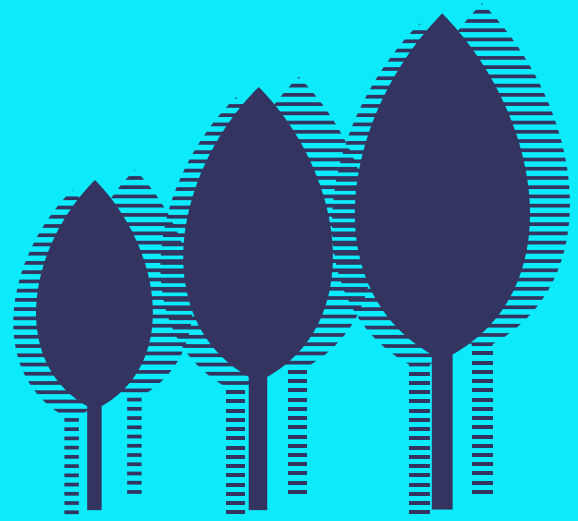
Business design for sustainable growth and innovation

Course syllabus



Introduction

COURSE DESCRIPTION

For organisations to evolve and thrive, they must innovate continuously. They are subject to continuous change. The value they create and capture is challenged and their business models must adapt to these new realities. Using strategic design, incorporating adaptability, and building a human-centred design approach to business innovation, organisations can overcome uncertainty, gain a competitive advantage, create sustainable business models, and turn new ideas into businesses with long-term viability.

Customer-centric organisations are 60% more profitable compared to companies that are not focused on the customer. They blend design, management and strategy to create and deliver valuable solutions that put customers, stakeholders and the planet first.Learn how to make a business desirable for customers, feasible to build and deliver value to the world while being financially viable. This course provides basic and intermediate knowledge and practice for designers and entrepreneurs to merge both disciplines.

Regardless of whether you are working at a for-profit or a social entrepreneur, you will discover how key tools and methods from design thinking and business strategy can be used to create business models with a sustainable impact on people and planet. Using real-world examples, you will learn how to apply the business design mindset to your specific context.

Outcomes

BENEFITS

This course enables you to shape your own strategic business design playbook and value creation tools. The theory, exercises and support from our tutors let you better understand the fundamentals of business design. It will help you think about your work and organisation with a new lens and empower you to understand and communicate business values.

KEY TAKEAWAYS

- Understand how business and design are interconnected
- Acknowledge the role of business design in today's economy and its evolving value for disruptive innovation
- Use the generative and direction-giving power of design to explore and create sustainable business outcomes
- Learn how and when to shift between a design and business mindset
- Practice strategic thinking when analysing and designing business models
- Apply business design tools to develop a new business idea or to analyse and map your existing business
- Create your own business design playbook and value creation toolset
- And gain confidence in your ability to tackle business challenges and customer needs

FOR WHOM?

For designers who want to understand the importance of business but don't know quite where to start. For entrepreneurs and business owners to provide them with perspective to think creatively about their business model and develop it further. For creative leaders who want to make an impact on business and elevate their influence across their organisation. For professionals with roles like program manager, product owner, product manager, brand/ marketing/communication manager, service/experience designer, change manager, design researcher, innovation lead, and lean/agile practitioner.

Structure and workload

CONTENT

- Chapter 1 Introduction to business design
- Chapter 2 Solving the right problem
- Chapter 3 Solving the problem right
- Chapter 4 Sustainable value creation
- Chapter 5 Business design and strategy
- Chapter 6 Reflect, learn and apply

1 CHAPTER = 1 WEEK

Business design for sustainable growth is a *semi-self-paced* course consisting of 30 to 40 hours of material over a period of 6 weeks. Each week, you will be able to access a new chapter of the course and will be responsible for completing the exercises in that time frame. In each chapter, you will find lessons, videos, papers, articles, ebooks or other resources. Each chapter includes reflection questions and various exercises that put into practice the concepts exposed and inspire you to think about and imagine the road ahead.

PEER-TO-PEER LEARNING

The course is offered via our online Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will share your reflections and answers on questions and exercises with fellow participants and comment and discuss the outcomes.

Support, tutoring and certificates

OFFICE HOURS AND SUPPORT

There are live office hours every week for the duration of the course to answer practical questions or discuss any issues you have encountered. You can chat (and if needed: virtually meet) with our Program Manager who will help you to resolve any problem or convey content questions to the tutors. And you'll have continuous access to course team support through the chat channel.

TUTORING

Additional to the individual exercises and the discussions with fellow participants, you can schedule one-on-one video calls with the course tutors, experts on the course topic who are happy to advise and guide you. They have reserved 30-minute and 60-minute time slots for you. Select your tutor based on qualifications, expertise and background, and also on availability or even language. You can purchase these tutoring sessions as often as you like to, depending on availability.

CREDITS AND CERTIFICATES

This course is worth 40 SDC study points. Service Design College offers study points for participants who have satisfactorily demonstrated mastery of the course material. The decision to award any such points to a given participant will be solely within the discretion of Service Design College. You will receive a certificate of completion.

Meet tutors Niharika, Bernd and Mansi

Niharika Hariharan (United Kingdom) is former Associate Partner at McKinsey Digital Labs where she focused on programs that integrate design and innovation with robust business strategy to deliver outcomes that are created for people and are profitable for the business.

This effort also involves building strong teams with cognitive diversity that have the ability to combine creative thinking with business acumen, and helping businesses build internal capabilities, shift cultures, and define new ways of working. Niharika has a background in Service and User Experience Design, both in the public and private sectors, and worked in consultancies and agencies for clients like Vodafone, BT, Financial Times, Open University, O2, Barclays and Nokia.

Daniel Haltia (Sweden) is Circular Business Designer of Sustainability Innovation at Ingka Group (IKEA). He combines circular experience and engineering studies in service design with emphatic leadership that focuses on empowering individuals and building autonomous teams.

His aspiration is to act now and be part of an organisation that strives to take responsibility for future generations, animals and plants. Together with his team, Daniel developed the circular innovation portfolio, methodology and toolbox and led numerous circular operation projects contributing to IKEA's transformation towards becoming more circular and climate positive in 2030. Prior to IKEA, he worked in a management consultancy, the automotive industry, the public sector and a non-profit organisation.

Mansi Parikh (India) is the founder of Future Tense Inc. As a Futurist & Experimenter Extraordinaire, she explores the liminal spaces between the past, present & future, real & imagined, questioning biases and finding new ways to rebuild through the lenses of sustainability and inclusivity.

Mansi defines herself as 'insatiably curious'; she's like a swiss army knife. Mansi has worked on innovation, cultural insights and trend mapping for brands like Bacardi and Playboy, as well as worked across the Social Impact sector in Conservation, Livelihoods and Healthcare.

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Any questions? Reach out to us!

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