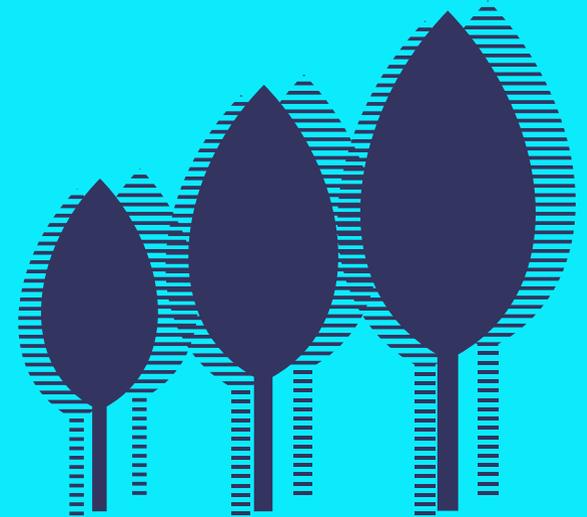


Business design for sustainable growth and innovation

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 8 weeks. Each week, you will be able to access new course content 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 and certificates

OFFICE HOURS AND SUPPORT

During the 8 weeks, you will receive support from the Course Team regarding access to content, logistics, general question, technical issues, etc. 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.

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.

TUTORING

The course set-up is unique and based on the so-called cafeteria system, referring to the application of flexible choices for the learner's benefit. On top of the weekly exercise guidance and live sessions, you can also book one- on-one video calls with other experts, the tutors, 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 buy these additional tutoring sessions as often as you like to, depending on availability.

Meet tutors Anna and Niharika



Anna Wippel (Switzerland) is a senior e-government consultant for the Canton of Basel. She is a passionate and pragmatic Design Thinking and Agile facilitator, a certified IBM Enterprise Design Thinking Coach, and project leader with expertise in human-centred services and strategy design. She is interested in smarter city and sustainability topics and responsible innovation. Her special interest is to understand how technology transforms traditional industries, blurs “the givens” and creates space for innovative, disruptive business opportunities that put the human in their center.

Anna is the Course Mentor and will guide you through the course. She believes it’s a great way to be sensitive, respect, tolerate, value and learn from both sides. She will keep an eye on your progress, check, help and encourage all participants to put theory into practice. Her interaction will happen on the activity feed, the exercises and via the course chat for everyone to benefit from it.



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.

Meet tutors Daniel and Mansi



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.

What others thought of this course

"This course goes deep and practical in how to address sustainability challenges with a business and service design mindset. I can recommend it to anyone ready and willing to challenge your knowledge and go into the next level."

"The content and bibliography in this course are the most solid I've ever found in innovation education. Interesting and useful!"

"I recommend this course to anyone interested in driving innovation with a focus on sustainability. Excellent concept, hands-on exercises, great possibilities to collaborate and gain new insights. For me, not only a "game-changer" but an eye-opener, and even a personal "life changer."

"I really appreciated the content, books, and articles. I will continue reading them after the course!"

"Thanks to this course, I now have the numbers, cases and frameworks to prove the value of sustainability and make it reality. Helping me set up my own toolset as a business designer is something I found extremely valuable and I haven't seen that in any other course so far."

Terms and conditions

With your registration you agree to the full Terms and conditions which can be found on our website.

You agree that you are responsible for your own use of the course provided as well as for your user content and any content of others that you submit, post, contribute, publish or distribute within the course environment. 'User content' includes all content, in whatever format: submitted, posted, contributed, published or distributed by a user, including but not limited to all notes, questions, answers, comments, text, pictures, videos and file uploads. During live sessions, you may contribute by speaking or appearing on camera, and user content may include transmissions or recordings of your voice and/or image.

By participating in this course, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or

improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the course are for your individual use only.

You aren't allowed to share your user account or login credentials with others to provide them access to the course. You agree to notify us immediately upon becoming aware of or suspecting any unauthorized use of your user account or login credentials. We will not be responsible for any loss or damage arising from unauthorised access to your user account or login credentials.

You may obtain and use this course content only for your own personal, non-commercial use in connection with the course and participating in the course. You may not transfer, retransmit, distribute, publish, commercially exploit or create derivative works of the course content. You may not reverse-engineer, decompile, disassemble or otherwise

access the source code for any software that may be used to operate this course. Notwithstanding the foregoing, certain reference documents, digital textbooks, articles and other information on the course may be made available to you with the permission of third parties, and use of that third party material may be subject to certain rules and conditions, which we will post along with the material or otherwise inform you about. You agree to abide by all such rules and conditions.

Copying, capturing, transmitting or providing all or any part of this course to any other person/party infringes Service Design College's rights and is strictly prohibited. Service Design College reserves the right to pursue any and all legal remedies against you if you violate this.

Any questions? Reach out to us!

Maytee Rodríguez
Program Manager
maytee.rodriguez@servicedesign.college

contact@servicedesign.college
www.servicedesign.college

campus.servicedesign.college

**SERVICE
DESIGN
COLLEGE**