



# Postgraduate Degree in Innovation and Design Thinking

# POSTGRADUATE DEGREE IN INNOVATION AND DESIGN THINKING

## Start date

February

## ECTS Credits

30

## Language

Groups in Spanish and English

## Qualification

Postgraduate Diploma in Innovation and Design Thinking, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

## Schedule

Tuesday, Wednesday and Friday, from 5 to 9.15 p.m.

## Presentation

How can we know the changing and fluent needs of today's society? How can we improve the quality of life through design and innovation?

To innovate and transform our companies, governments, organizations and, above all, the mentality of those who work in them, it is necessary to have a thorough understanding of their context, their dynamics and the methodologies and tools that can help us facilitate their change. This postgraduate course helps its participants to achieve an innovative perspective, through the design of experiences, services, strategies and systems, to generate a positive impact on the transformation of communities and organizations of today and of the future. From the use of agile methodologies, such as lean startup, design thinking, human centered design, service design, systems thinking, we create and prototype real solutions for companies that carry out projects with our program.

Each innovation team has its own client and a challenge that with our project based learning offers opportunities to acquire professional experience in innovation and transformation projects. During their development, the teams of students learn to manage interdisciplinary teams, innovation projects, clients and collaborators for the success of the project, for the satisfaction of the client's needs and to favor a direct learning through real projects.

## Syllabus

### MODULE 1

#### Introduction and context of Design Thinking

An overview of the Design Thinking world, the methods used and the key concepts. Making up work teams and project brief.

### MODULE 2

#### Design Thinking central workshop

This is the collaborative venue where work teams pose, develop and apply the innovation proposals resulting from their research. Debate and experimentation space.

### MODULE 3

#### Thematic seminars and forums

With professors, tutors and guest lecturers who offer technical and academic support to the work done in the central workshop and other workshops.

### MODULE 4

#### Innovation workshops

Focused on specific areas of Design Thinking processes, they help students to develop their skills in designing services, experiences, prototypes, tests and co-creation activities.

These workshops are hosted by guest lecturers, groups and practitioners in the innovation sector.

### MODULE 5

#### Business tools

They help students to understand the networks among innovation, production and business, from the client's point of view.

### MODULE 6

#### Introduction to Design Thinking

Allows students to connect research skills with collaborative and innovative thought philosophies.

### MODULE 7

#### Research project

Tutored by the programme teaching staff and by the managers of the firms associated with MIDI.

## Course Leader

### ENRIC BAYÓ

Enric Bayó studied Industrial Engineering at the Universitat Politècnica de Catalunya (UPC) and an MBA at ESADE, in addition to two Executive Education programmes on Project Management and Innovation at IESE.

His entire professional career has been focused on helping to conceptualize, develop and implement new innovative initiatives and transform organizations. In this sense, his purpose is to help people and organizations to design a better future for the next generations.

He currently works as Head of Innovation Management at ACCIÓ –Agència per la Competitivitat de l’Empresa de la Generalitat de Catalunya–, where he helps companies to build or consolidate their own innovation model to respond to an accelerated future. Also, he combines his work activity with teaching at various universities and business schools. He is co-author of the guide “How to become an innovative company”.

## Speakers and guest lecturers

### DANIELA MARZAVAN

Managing Director Marzavan Innovation, Germany

### NELSON PINHEIRO

Director of Cultural Studies programme, Facultad de Letras Universidad de Lisboa

### JOSEP MARIA MONGUET

Professor and Researcher Universidad Politècnica de Catalunya

### KIRSTEN VAN DAMME

Managing Partner Out of Office, Denmark

### MASSIMO INGEGNO

Director Thammasat Design Center, Bangkok

### MANUEL GRASSLER

Managing Partner VISIONENBAUEN - Innovations- und Organisationsberatung, Austria

### CARLA MONTANE

Sociologist and Researcher, Barcelona

### VICTOR GIL

Managing Director Nethodology

## MORE INFORMATION

→ [elisava.net](http://elisava.net)

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).