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NUS
BUSINESS
SCHOOL



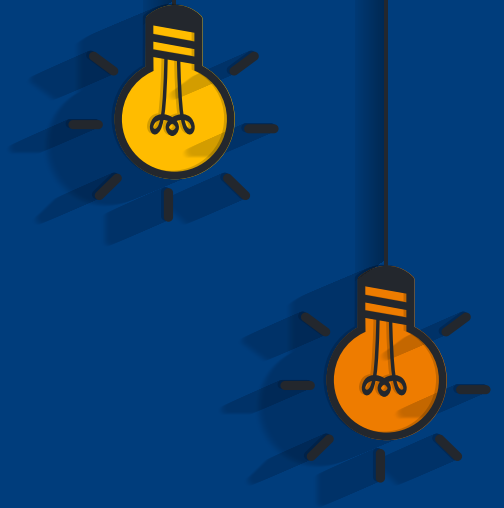
DESIGN THINKING AND INNOVATION FOR BUSINESS

Overview

Learn how to use design thinking to improve your organisation's products and services and meet the changing needs of your customers through innovation for business.

Design thinking is a process that relies on understanding users' needs and experiences as they continue to evolve. It is a solution-focused mindset that is critical to developing new ideas that can uncover potential opportunities, challenge assumptions and lead to product and service innovations. Through analysis and imagination, design thinking empowers organisations to identify and implement human-centred and action-oriented solutions to complex business problems.

Gaining deeper insight into the target users' needs and expectations in turn leads to more value creation. This is the core of design thinking, and it leads to improved products, services and internal processes. From learning the practical applications of design thinking to building products and services that meet the functional, social and emotional needs of your customers, this programme will give you the knowledge to develop user-centric designs that will help you address your customers' pain points and meet your business goals.



Design-driven companies have outperformed the **S&P Index by 219% over 10 years.**

Source - Design Management Institute, 2020

Design thinking companies have **higher revenues and shareholder returns.**

Source - McKinsey & Company, 2020

Design thinking companies get **products to-market faster for less money.**

Source - Forrester Research, 2020

Who Is This Programme For?



This programme is suited for individual contributors, department heads, directors and business leaders who are responsible for driving innovation to solve business problems or enhancing the culture of their team or organisation.

Representative roles and industries that can benefit include:

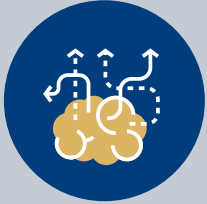
- Solutions consulting directors, product or marketing directors, customer support service directors, client relations and innovation directors
- Business development consultants, management consultants
- Head of digital products, IT, product development, marketing
- Design managers, senior product managers, engagement managers
- Innovation-driven industries where design thinking is critical, including information technology, ecommerce, banking and finance, marketing, entertainment, hospitality, retail and more

Modules



MODULE 1: Introduction to Design Thinking

- > Identify the customer journey, problem statement or underlying issue and possible solution options
 - > Pinpoint target users and design interview questionnaires to understand customer pain points
-



MODULE 2: Develop an Empathy Map

- > Develop an empathy map to define customer profile and needs by using ethnographic research methods (interviews and observations)
-



MODULE 3: Develop a Persona

- > Map the customer journey to understand customers' experiences with your product/service
 - > Develop persona(s) of your target customers
-



MODULE 4: Define a Point of View

- > Analyse customers' professional profiles to gather a customer's functional, social, emotional and basic needs
- > Cluster your insights and develop a point of view to envision and evaluate possible solutions



MODULE 5: Ideate and Synthesize

- > Brainstorm ideas to explore solutions that will help customers meet their needs
 - > Identify desirable features of solutions and cluster ideas
 - > Select high-quality solution ideas that can be prototyped
-



MODULE 6: Prototype and Experiment

- > Design a prototype for the selected idea to enable a conversation with the stakeholders
 - > Derive insights from user-prototype interactions and stakeholder feedback to rectify flaws, address constraints and enhance strengths
 - > Discuss the importance of failing quickly and cheaply
-



MODULE 7: Validate and Refine

- > Refine prototype and solutions based on feedback from target users to better fit with user needs
 - > Test and refine point of view (POV)
-



MODULE 8: Practical Applications of Innovation and Complementary Tools

- > Discuss the practical applications of design thinking
- > Describe the applications of complementary tools of innovation: Value Proposition Designer, Business Model Canvas

What Will This Programme Do For You?



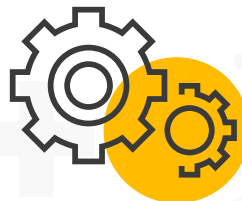
Adopt design thinking and innovation as a strategy in your organisation



Apply design thinking framework and strategies to develop innovative solutions for complex business problems



Identify customer needs and opportunities for innovation



Apply tools and strategies to create new value propositions and business models

Programme Highlights

This programme can help you leverage design thinking and innovation to develop solutions and new ideas that enable you to design user-centric products/services that drive business results.

The programme also includes notable andragogical elements such as video lectures, recorded interviews with industry experts, case studies and discussion boards that will help you connect with, and learn from your peers.



Video Lectures



Discussion Boards



Pre-recorded Roleplay



Design Thinking Playbook

Guest Speakers

The programme will feature pre-recorded interviews with leading industry experts.



Design Thinking Playbook

In each module, participants will apply the design thinking process to a product or service of their choosing. This process comprises six phases, which serve as the foundation for Design Thinking.



Understand



Observe



Point of View



Ideate

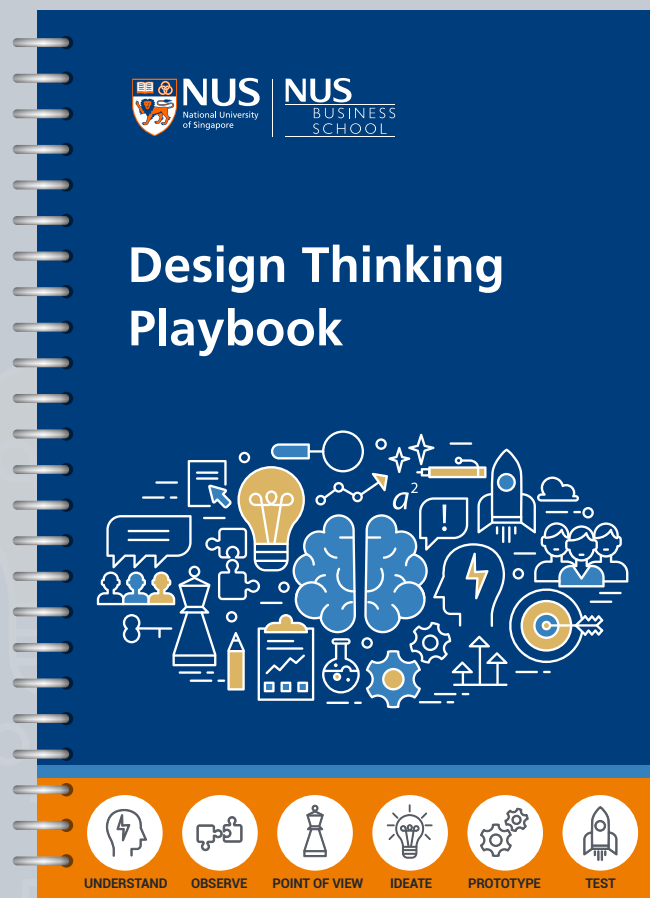


Prototype



Test

The Design Thinking Playbook includes templates for each module assignment where participants can record their work. At the end of the programme, participants can use their playbook to shape the learning of the programme into a personalised action plan for their organisation or business.



Faculty



Sarah Cheah

Faculty at NUS Business School

Sarah Cheah is an Associate Professor for the Department of Management and Organisation at NUS Business School. She also serves as a Scientific Panel Member for The International Society for Professional Innovation Management, the oldest, largest and most active international innovation network in the world. Sarah Cheah has been at NUS for more than 15 years, teaching programmes on technopreneurship, business administration, business analytics, and design thinking and innovation.

Her research areas include technological foresight and futures, R&D commercialisation, early-stage technology development, entrepreneurship, national innovation system and technological and open innovation. Sarah Cheah has participated in many speaking engagements, collaborating with leading industry experts and presenting her research on business and innovation, among other topics of interest, at conferences worldwide. She has contributed articles to top-tier journals—including The Journal of Technology Transfer, Creativity & Innovation Management, and Technological Forecasting & Social Change and has also written books on entrepreneurship, innovation, design thinking and strategic foresight. Sarah Cheah holds a PhD in Business and Management from the University of South Australia.



Guest Speakers



Enrico Pelillo

Vice President, Global Skin Care at Procter & Gamble

Enrico Pelillo is currently R&D Vice President for Global Skin Care at Procter & Gamble. After graduating in Chemical Engineering in Italy and obtaining a PhD in Materials Physics at Imperial College in London, he joined P&G in the UK. Since then he has covered a wide range of R&D roles across the globe and across the Household Care and Beauty Care divisions, from upstream technology development to downstream franchise innovation.

Among other responsibilities, he currently leads the R&D program for SK-II, an industry-leading icon which is transforming the role of innovation in supporting business and category growth. Enrico Pelillo is currently based in Singapore and operates from P&G's Singapore Innovation Center.



Allan Lim

Front End Innovation and Partnerships Team, Nestlé

Allan Lim leads the Front End Innovation and Partnerships team at Nestlé R&D Center, which is responsible for white space exploration, external partnerships, contract and IP management. Allan started his career in Nestlé as a chemist in 1995 after graduating with a PhD from the Institute of Molecular and Cell Biology. After a brief career at an animal health company between 2004–2008, Allan returned to Nestlé to lead innovation partnership in Asia. One of his biggest achievements is the establishment of the strategic partnership between Nestlé and A*STAR in 2014.

Today, Allan is supporting innovation in Southeast Asia through different collaboration models with academia, enterprises and start-ups. One of his recent contributions is setting up the Circular Materials Laboratory, a pre-competitive R&D consortium of more than 20 companies, universities, government agencies and public research institutes focused on sustainable packaging materials.

At the national level, Allan supports Enterprise Singapore by serving as chairman of the Singapore Food Standards Committee and as a member of Singapore Standards Council. He also serves as a chairman and member of several academic advisory boards of tertiary institutions.



Low Cheaw Hwei

Head of Design, Philips Asia

Head of Government & Public Affairs, Philips Singapore

Low Cheaw Hwei is Head of Design for Philips in Asia and Head of Government and Public Affairs for Philips in Singapore. Currently on the Philips ASEAN Pacific and Philips Experience Design management team, Cheaw Hwei looks after the overall direction of design in the region.

He leads the company's pivot to a design-led transformation as Philips, a leader in healthcare technology, moves towards experience and solutions based innovation. His second role brings synergy in driving both design and innovation initiatives into the work that Philips does with the public sector in Singapore.

Having held various creative and management roles in the Netherlands, Hong Kong and Singapore, Cheaw Hwei has spearheaded Philips Experience Design's directions in design management, creative and brand design strategies. Prior to his current role, Cheaw Hwei held key design roles, such as Chief Design Officer for Philips Consumer Electronics. He was also Head of Global Product and Service Design Creative Director for Philips global.

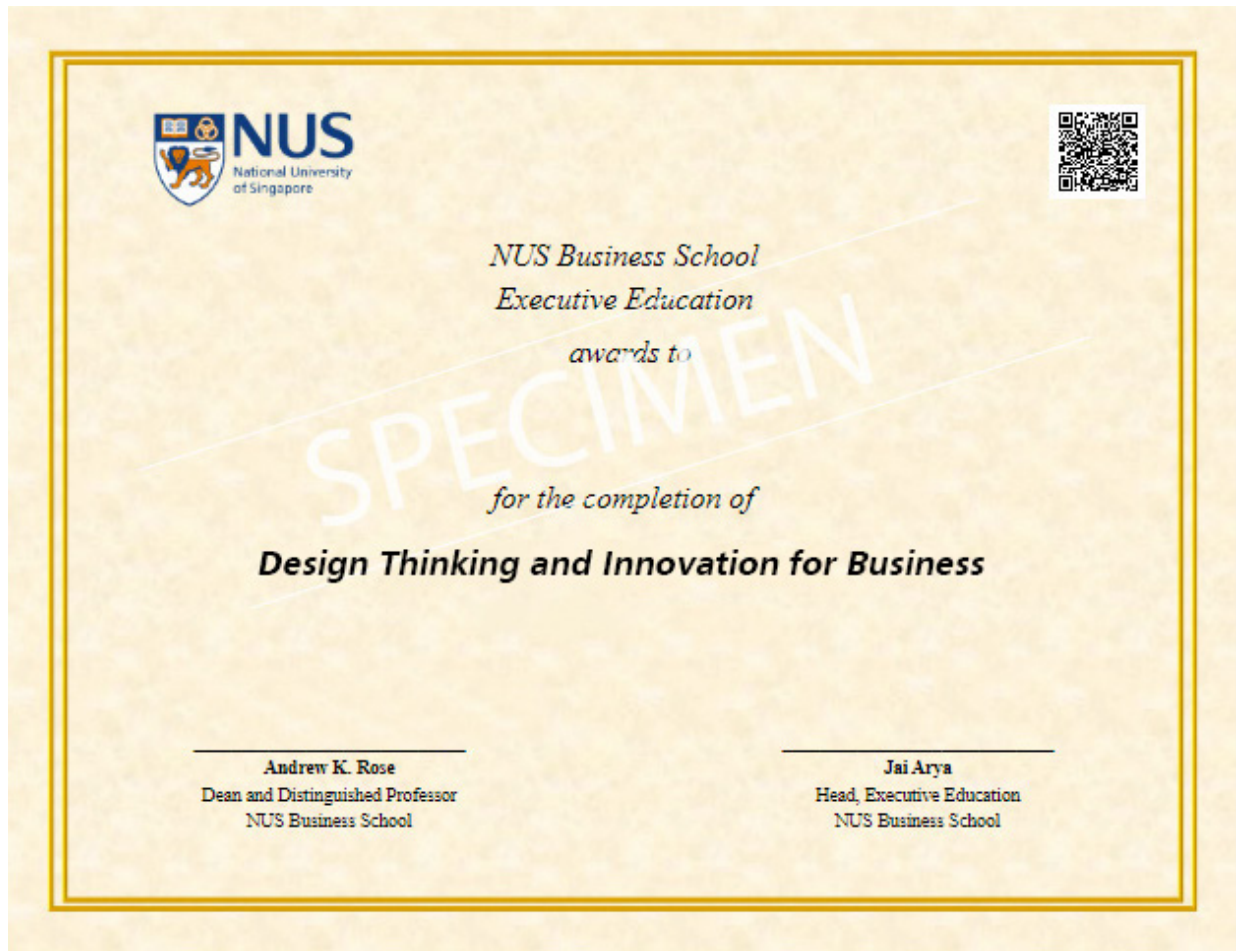
An accomplished designer himself, Cheaw Hwei continues to lead his teams to create design solutions that bring business benefits and success, while also gaining international recognition through global awards such as iF and Red Dot Design awards.

Over the years, Cheaw Hwei has served as chair, advisory and board member to multi-disciplinary platforms such as the Design Singapore Council Board, Singapore Design Masterplan 2025 Committee, Singapore's Committee for Future Economy for innovation and capability development, ICSID World Design Congress, various institutes of higher learning for design, and judged at international design competitions.

An industry thought leader, Cheaw Hwei frequently helms keynotes and presentations at various design and innovation forums. He was recently awarded Singapore's Public Service Medal for his contributions to design through education.

Certificate

Upon successful completion of the programme, participants will be awarded a verified digital certificate by NUS Business School.



Learning Journey



Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants in the cohort from across the world and you will learn how to use the learning management system, discussion boards, the Design Thinking Playbook, and other learning tools provided.

Module Outcomes and Content

Each week, you will receive access to learning outcomes, video lectures and assignments for that module. Your assignment for the module will be outlined in the Design Thinking Playbook.



Clarifying Doubts

During the programme, the Programme Leader is available to help participants clarify their content-related queries.

Follow-Up



Emeritus Programme Support Team follow up over email and phone calls with learners who are unable to submit their assignments.

Programme Details



2 months
4 – 6 hours/week



USD 1,600 + GST
*Singapore residents who wish to enrol for this programme will be charged GST.




9 December 2020

EARLY BIRD TUITION ASSISTANCE

Apply before 8 November 2020 and avail an early bird tuition assistance of
USD 150

Use code **NUSDT1220EBT** while applying to avail the same

About NUS Business School



For more than 50 years, NUS Business School has offered a rigorous, relevant and rewarding business education to outstanding students from across the world.

Founded in the same year that Singapore gained independence, NUS Business School stands today among the world's leading business schools. It is distinctive for offering the best of global business knowledge with deep Asian insights, preparing students to lead Asian businesses to international success and to help global businesses succeed in Asia.

The School attracts a diversity of smart and talented students to our broad portfolio of academic programmes, including BBA, MBA, Executive MBA, MSc, and PhD programmes in addition to our customised and open enrolment Executive Education courses. Admission to NUS Business School is highly competitive, and we are proud of the exceptional quality of our students.

About Emeritus



NUS Business School is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives NUS Business School the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of NUS Business School.

Emeritus's approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning.

More than 50,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



www.emeritus.org

Apply for the programme here

APPLY NOW

Schedule a call with a Programme Adviser to learn how this programme can help you

SCHEDULE A CALL

E-mail: info@emeritus.org

Call: +65 3138 5595 (11:30 AM - 6:30 PM SGT)

We attempt to respond to queries in 24 hours or less.

However, over weekends and holidays, our responses may take up to 72 hours.

