

# University of Pretoria Yearbook 2021

## Design thinking and business innovation 211 (OBS 211)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Programmes</b>	<a href="#">BCom Business Management</a> <a href="#">BCom Marketing Management</a> <a href="#">BIT Information Systems</a>
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking within the broad business managerial context. Creative problemsolving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking. Creativity and its role in design thinking towards facilitating business innovation. Design thinking techniques are applied with an emphasis on customer empathy. Business innovation is translated from the process of design thinking into incremental or disruptive new products, services and or processes. A clear understanding is created with regards to the following elements in business innovation: types and forms; technology waves; models; processes and sources. The management of innovation is also an integral part of the module.

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