An aerial, top-down view of a dense urban landscape, likely New York City. The image shows a grid of skyscrapers with various architectural styles, including glass facades and older brick buildings. A prominent feature is a large, rectangular green rooftop garden on one of the buildings, which stands out against the grey and blue tones of the city. The streets below are visible, showing a mix of vehicles and pedestrian crossings. The overall scene conveys a sense of intense urban development and vertical space utilization.

# Corporate Entrepreneurship & Design

IDBM CE&D, MUO–E9009, Period I (1). 14.09—16.10. 2020  
5 cr (135 h)

Peter McGrory and Apurva Ganoo



# Corporate Entrepreneurship & Design

IDBM CE&D, MUO–E9009, Period I (1). 14.09.—16.10. 2020

Learning Objectives & Anticipated Outcomes

5 cr (135 h)

identify, validate and persuasively  
communicate through team-based exploration  
the unique and complimentary **role and value**  
**of design** (incl., a design-centric approach), in enhancing  
**innovation** processes and **entrepreneurial** practices  
in established corporations, organisations  
and startups.

# Corporate Entrepreneurship & Design

IDBM CE&D, MUO–E9009, Period I (1). 14.09.—16.10. 2020

Learning Objectives & Anticipated Outcomes  
5 cr (135 h)

this will be achieved  
through systematic comparative case exploration and  
**analysis** (i.e. reflection of the **past—present**)  
incl., progressive or transformative **synthesis**  
(i.e. projection into the **future**).  
ref.: ‘radical creativity’ & ‘entrepreneurial mindset’

**Corporate Entrepreneurship & Design**  
IDBM CE&D, MUO–E9009, Period I (1). 14.09.—16.10. 2020

**course schedule/structure:**

**Inputs — Monday Mornings 09:15-12:00**  
lectures, presentations, in-class discussions ...

**Throughputs — Wednesday Afternoons 13:15-17:00**  
workshops, flipped classroom sessions ...

**Outputs — Friday Mornings 09.15-12:00**  
team mentoring sessions, team project progress etc ...

# Corporate Entrepreneurship & Design

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weekly (personal) learning reports  
incl., active participation in the course  
20%

team case presentation  
30%

team case report  
50%

*compare & contrast between a corporation, organisation and startup (young company)*

## Corporate Entrepreneurship & Design

IDBM CE&D, MUO–E9009, Period I (1). 14.09.—16.10. 2020

what did you find was most interesting, insightful  
and useful in the course this week?

what did you find was difficult to understand  
or appreciate in the course this week?

what did you think about the teaching and learning  
approach in the course so far?

# Design In Tech Report 2017

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John Maeda



# Design Needs Designers

“

Capital is being superseded by creativity and the ability to innovate — and therefore by human talents — as the most important factors of production. If talent is becoming the decisive competitive factor, we can be confident that capitalism is being replaced by ‘talentism’...

-KLAUS SCHWAB

Founder of the World Economic Forum [↗](#)

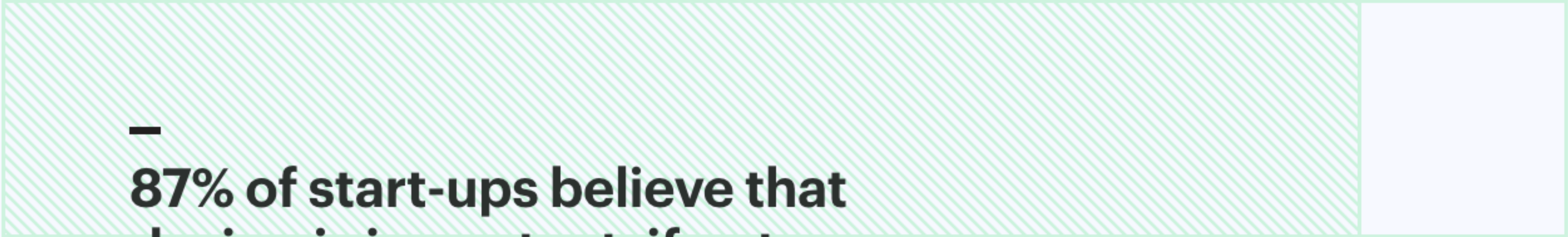


# The Future of Design in Start-Ups

2016

SURVEY RESULTS

## **Everyone agrees that design matters**



–  
**87% of start-ups believe that design is important, if not very important**

Category	Percentage
Start-ups believe design is important	87%



–  
**85% of start-ups have founders or C-level executives weigh in on design decisions.**

Category	Percentage
Start-ups have founders or C-level executives weigh in on design decisions	85%



