



REFRESHER ON BUSINESS RESEARCH. INTRO

AALTO VENTURES PROGRAM

Team behind the course



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Course objective

Familiarize students with design thinking approach by providing theory and practical toolkit to enable them use it in their entrepreneurship activities.

COURSE STRUCTURE

Monday 17.09



INTRO (theory)

- Lecture about design thinking
- Introduction to the case



Monday 24.09



WORKSHOP to try out design thinking on practice



Monday 01.10

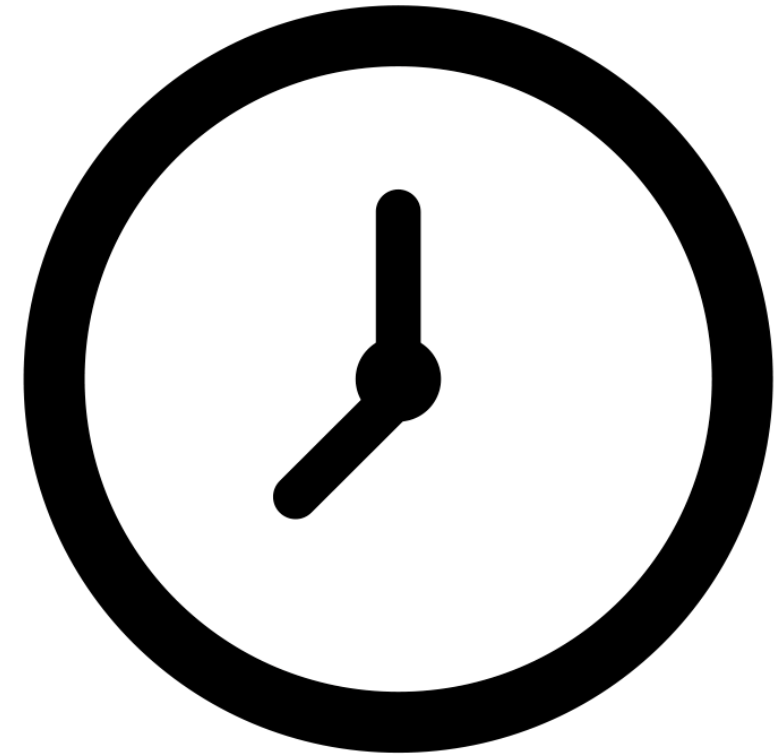


OUTRO

- Design thinking toolkit

Time: 9.15 – 11.00

Location: Learning Hub Atrium,
TUAS, Maarintie 8

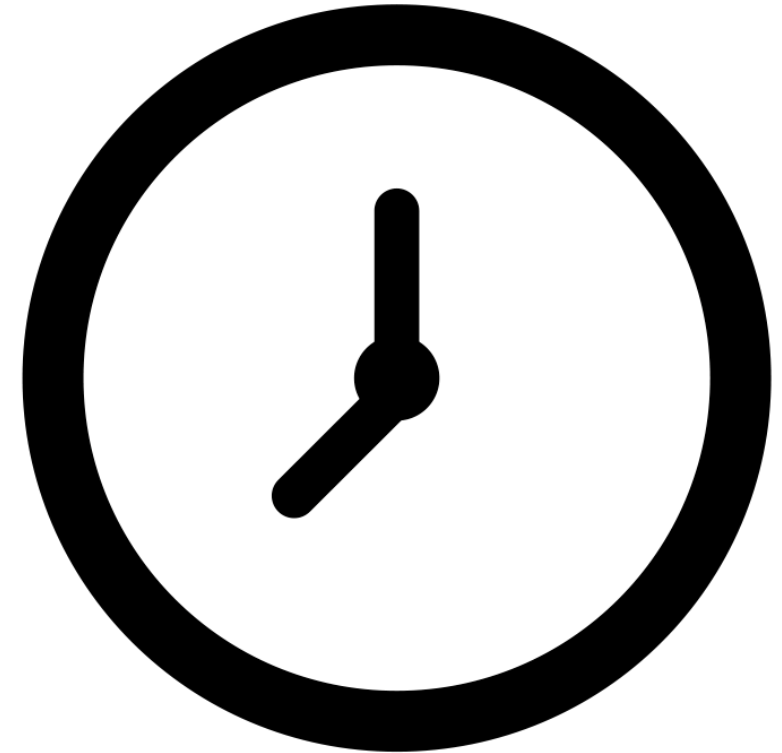


COURSE WORKLOAD: 27 hours = 1 credit

lectures / workshop - 6 hours

exercises - 10 hours

self-studies - 10 hours





Monday 17.09

● Pre-assignment

Classroom work (2 h.)

- Discussion based on pre-assignment
- Lecture about design thinking
- Break (15 min.)
- Educational case

● Assignment N1



Monday 24.09

- **Assignment N1 discussion**

Workshop (1 h. 50 min.)

- **Assignment N2**



Monday 01.10

Classroom work (2 h.)

- Discussion based on assignment N2
- Lecture about design thinking toolkit 1
- Break (15 min.)
- Lecture about design thinking toolkit 2
- Course reflection

● Assignment N3

ORGANIZATIONAL MOMENTS

- **Grading** - pass/fail
- **Presence** – obligatory
- To pass the course, the student must complete all the assignments
- Course materials at [Mycourses](#)