

RSM2524
Business Design Practicum
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In the Fall 2017, the Rotman School will offer MBA students an opportunity to collaborate with designers from OCADU. The enrollment cap for this section will be 24 Rotman MBA's and 12 OCADU designers.

TARGET AUDIENCE

Students interested in how to leverage design-based principles and methodologies as a tool for innovation and strategic business design. This includes students who might work in strategy, marketing, new venture start-up, or innovation/product development. This course is designed for students who would like an opportunity to work directly with designers. ***It is highly recommended that students have some familiarity with business design principles and practices through professional experience, extracurricular activities or the Rotman Design Challenge.***

COURSE MISSION

The objective of this course is to help students understand the theory and evidence on ***why business design is important*** to enterprise innovation and personal leadership, ***what frameworks and tools*** can be used to enhance and lead the innovation process, and ***how to apply these principles and tools*** to the creation of innovative solutions and scalable business strategies for success. Students will be exposed to a wide range of success stories and a cross section of business design tools. Students will work in teams on a project, and have the opportunity to practice the '3 Gears of Business Design' using design tools in a continuous process applied to their term project. Students will learn to synthesize discoveries, ideas and strategies in each stage of innovation process, culminating in a compelling case for their solutions to important challenges. Throughout the course, students will reflect on the broader value of business design and how it connects to their other MBA skills, and their personal ambitions.

COURSE SCOPE

During the course, teams will engage in a complete end-to-end business design process, including: **a)** Uncovering emerging trends & patterns; **b)** Developing deep user understanding and new insights, and identifying opportunities to meet unmet/unsatisfied needs; **c)** Developing new ideas and concepts based on an understanding of those unmet needs; **d)** Translating concepts into prototypes and refining them through iterative prototyping; **e)** Developing a value creation system, strategy model and activation plan (experiments) for the final business concept. At the conclusion of the course, teams will present their plans to Faculty, Sponsors and industry representatives.

REQUIRED RESOURCES

Course Package: The course uses *Design Works: How to Tackle Your Toughest Innovation Challenges through Business Design*, supplemented by topic-specific readings.

Thinking Profiles: Students will complete a profile on their thinking skills and receive a personalized report, as learning for effective collaboration. Estimated cost is \$50 (online).

COURSE FORMAT

12 sessions, which allows for a mix of lectures and studio time dedicated to team project work and faculty feedback on work in progress. Students work on their projects both in class workshops and, as needed, outside class sessions.

EVALUATION AND GRADE DISTRIBUTION

Component	Due Date (Subject to Adjustment)	Tentative Weight
Foundation Report (Team)	Class 3	5%
User Insight Report (Team)	Class 5	5%
Concept Visualization Report (Team)	Class 8	5%
Business Strategy & Activation Report (Team)	Class 10	5%
Final Report/Presentation (Team)	Class 12	20%
Class Participation & Team Work (Individual)	Throughout	20%
Evidence of Business Design (Individual)	Month 1	20%
Reflective Paper (Individual)	End of Semester	20%