

W2023

UNIVERSIDAD
SIGLO 21
La educación evoluciona

SCHMALKALDEN
UNIVERSITY
OF APPLIED SCIENCES

Syllabus: "DESIGN THINKING AND DOING COIL PROGRAM"

with Universidad Siglo 21 from Argentina

International School, Winter Semester 23/24

Catharina Wassink, Economist, MBA Marketing Specialization



*"Design thinking knows no boundaries – with COIL,
let's innovate together across cultures and borders."*

(a) Inhalt und Ansatz | Content and Approach

- Design thinking is a human-centered innovation process that is based on understanding customer needs, developing empathy, building rapid prototypes, and generating creative ideas. This process transforms the way we develop products, services, processes, and organizations. The aim of this program is to provide teams and individuals with a systematic and proven approach to new product development. It is an approach to innovation that is designed by humans, with humans, and for humans.
- The program is a COIL (Collaborative Online International Learning) program, a pedagogical method that connects students and staff across borders through internet-based tools to promote intercultural exchange. This COIL program is done in collaboration with Universidad Siglo 21 in Argentina, providing students with the opportunity to collaborate and learn from individuals with different backgrounds and perspectives. The program will be taught by experienced instructors from both institutions, ensuring high-quality education and support. Students will gain knowledge and skills in design thinking and develop intercultural competences highly valued in today's globalized world.
- The course uses a student-centered approach with activities such as lectures, presentations, videos, group work, peer review, and consultations with the instructor. It will be offered as an in-person session.
- Students are required to have at least an advanced level of English to follow the lessons.
- Completion of assignments and regular attendance (at least 80% of all sessions) is required for exam admission. Late work will not be accepted for credit.
- For the successful completion of the course, the student will be awarded two (2) ECTS. Certificates of Attendance (signed by both universities) will be Awarded to Participants who complete the requirements.
- The course will have online and offline activities to enhance your learning and earn extra points towards your final grade. The slides presented and discussed in class will be available on Stud.IP and can be downloaded for

each session. However, please note that the slides may not cover the entire syllabus, so attending classes is essential.

b) Qualifikationsziele | Learning Objectives

- Expose students to the design process as a tool for innovation
- Develop students' professional skills in client management, communication, and intercultural competence through virtual collaboration
- Demonstrate the value of developing a local and international network and assist students in making lasting connections with the business community
- Create design thinking teams and conduct design thinking sessions using virtual collaboration tools
- Provide an authentic opportunity for students to develop teamwork, creativity, leadership, and pitch talk skills in a global context.

(c) Kursstruktur | Course Structure

The course schedule :

Wednesday 25.10 15:30 – 18:00
Wednesday 01.11 15:30 – 18:00
Wednesday 08.11 15:30 – 18:00
Wednesday 15.11 15:30 – 18:00
Wednesday 22.11 15:30 – 18:00
Wednesday 29.11 15:30 – 18:00

The room will be announced via Stud.IP on the course profile.

(d) Kontakt | Contact

- CatharinaWassink@gmail.com
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(e) Studien- und Prüfungsleistungen | Course Assessment

- For the final grade students will have to make a product presentation following each step of the Design Thinking
- Teams will be made by random, with students from both universities
- Maximum 5 students per group
- The presentation will be held on the last day of the activity. Wednesday, 29.11.2023
- We will maintain communication through a Check Group, which will be announced in class and via email.

I'm here for you! I'm just a click away, for any doubt or idea just send me an email or private message by Whatsapp. I hope you enjoy and learn a lot!

Catharina Wassink