Learn Design Thinking for a Better World

In this innovative course you’ll develop rare and valuable skills that are both in-demand with top employers and key to tackling big societal challenges. You’ll learn how to address “wicked” problems using research insights, design thinking methods, and business acumen. Your interdisciplinary graduate team — made up of MBAs, MSWs, MPPs, MEds, MUPs, etc.— will address the United Nations Sustainable Development Goals and apply research from our award-winning faculty.

The 4.5 credit Fall 2020 course teaches consulting, ideation, prototyping, and business model design skills to identify and research the right problem. Ecosystem and empathy mapping, interviews, guest speakers, and research are key to this work.

Jeffrey Sanchez-Burks, Faculty

Dr. Jeffrey Sanchez-Burks is a Behavioral Scientist and Professor of Management and Organizations at the Ross School of Business. He received his Ph.D. in Social Psychology with training in Cultural Anthropology from the University of Michigan. His research and teaching focus on the social process of designing and implementing desired futures. In previous semesters, guest speakers have included Eric Schwartz, Terri Friedline, Marcus Collins, Cindy Soo, and Volker Sick.

Details

BA670 // 4.5 credits // Professor J. Sanchez-Burks (Fall 2020)
Classroom time: Monday 9am-12pm
Additional in-studio time commitment: 2 hours
Course registration: http://myumi.ch/K4jlz

“The +Impact Studio course has been one of the most transformational experiences for me. It has helped me grow into a better leader, team member, and responsible citizen to this world.”
– Nuncharin Sithinamsuwan (MBA ’20)