

# Graduate Certificate in Design Thinking

Organizations face challenging and changing social landscapes, needing reflective and dynamic examination of how to meet customer/user needs. Leading innovation depends on effective, data-driven changes to meet the needs of both organization and customer/user.

This certificate provides graduate students from any disciplinary background with a background in design thinking and a specialized toolkit for collecting, analyzing, and explaining human needs and behaviors that are critical to organizational success.

## Certificate Objectives

Upon successful completion of this certificate, the student will be able to:

- Describe how design thinking fosters innovation and transformation.
- Identify the role of leadership in developing strategies for and managing organizational change.
- Compare and contrast different methodologies for collecting data on customer or user needs and experiences.
- Apply design thinking principles to organizational challenges.
- Assess risk, cost, and benefits from data-informed solutions to organizational challenges.

## Certificate Requirements (15 semester hours)

Code	Title	Semester Hours
SOCI530	Introduction to Design Thinking	3
SOCI531	Applied Design Thinking	3
MKTG603	Consumer Behavior, Emotions, and Narratives	3
MGMT619	Leading Organizational Change	3
SOCI532	Applying Design Thinking to Discipline-specific challenges	3
Total Semester Hours		15