



## **"Business Model Architecture to create and deliver Human Centered Value to market – incorporating users' and business' perspective."**

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### **Short description of the lecture:**

Application of design thinking can bring innovation into Architectural design, community design, triple helix projects design and even career design. This course will introduce some of the design thinking tools: Value Proposition Canvas and Business Model Canvas to multidisciplinary problem solving, especially using the analogy of architectural design and management. The course is targeted at PhD students of all disciplines with a special interest in architecture and community innovation.

### **Syllabus of the lecture subjects (enlisted)::**

1. Opening and introduction [1h]
2. Empathize with your user and define his/her problem [3h]
3. Ideate, prototype and test your solutions [3h]
4. What makes innovation? What makes triple helix (business – academia – local administration) projects sustainable? – live examples of DT application in architecture and business. [3h]
5. Group work on DT applications for solving problems given by triple helix partners [4h]
6. Closing remarks – DT applications in various fields [1h]



<b>TERMINY WYKŁADÓW</b>			
<b>Data</b>	<b>Dzień tygodnia</b>	<b>Godzina</b>	<b>Sala</b>
2014-11-27	Cz	16.00-20.00	GG 414
2014-11-28	Pt	16.00-20.00	GG 414
2014-11-29	So	9.00-16.00	GG 414