SUMMER SCHOOL @ ISM DORTMUND / MUNICH
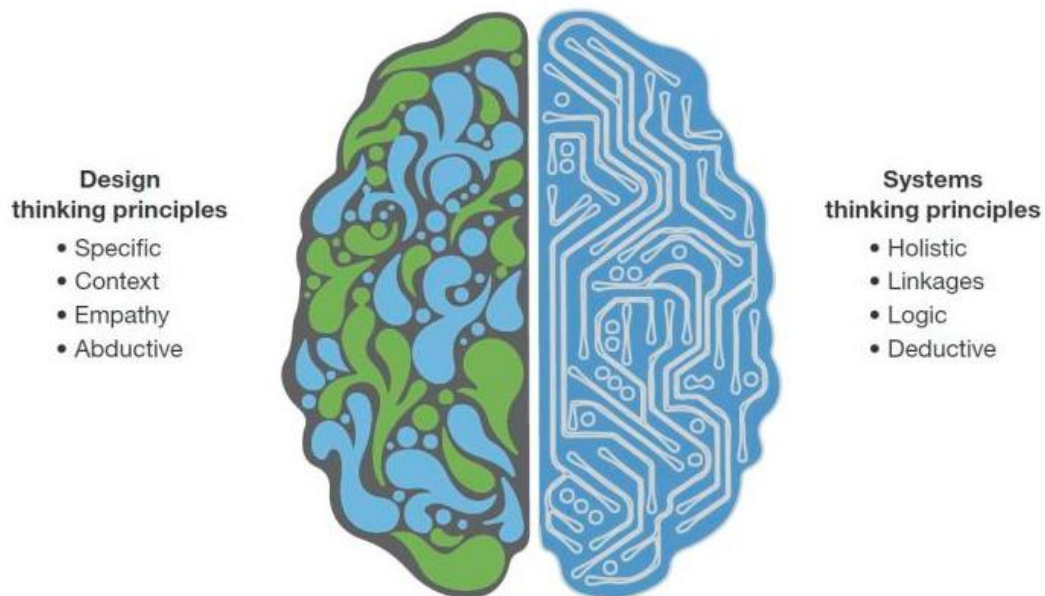
Forrester Research

Overview:

· When:	Dortmund: 20th – 22nd August 2019
	Munich: 6th – 8th August 2019
· Where:	ISM Campus Dortmund/Munich
· What:	- Course on *Design Thinking*
· Tuition/costs:	€ 290 (excluding accommodation)

Course Content:

Inventors like Ellen Musk and Steve Jobs have been quintessential innovators who have applied a problem-solving process called **"design thinking"** to revolutionize entire industries and establish an enviable competitive advantage for their organizations in the most sought after and tough industries.

Focused on holism, phenomenology, pragmatism, whole-brain thinking, team collaboration, co-creation, dynamic capabilities, management cybernetics and organizational ambidexterity design thinking can be applied in any field—from architecture, management, marketing, innovation, decision making and design to entrepreneurship and product development to HR.

This intensive three-day program delivers a deep insight into the fundamentals of this creative approach by seeing the nature of Design Thinking from philosophical to practical/analytical dimensions.

The course is designed to immerse the participants in dynamic group discussions, essential and state of the art readings, and interactive exercises and cases.

The participants apply their knowledge to diverse design challenges. They will learn how to embrace the power of design thinking to create a solid foundation to innovation, avoid disruptions and organizational silos and make a great contribution towards their personal and professional growth.

Deliverables and Benefits:

- learn the fundamentals of design, designing science and design thinking to improve your problem-solving approaches
- understand the essentials of model-based management
- understand the fundamentals of organizational cybernetics and design
- solve complex problems via the most essential design thinking models and tools available
- drive better results by combining design thinking with analytical decision making
- establish a framework for building an environment that fosters creativity
- develop new ways to collaborative and co-creational thinking via hybrid organizational design
- Earn a Certificate of Participation from the ISM- University of Applied Sciences (2 ECTS)

Topics and Dimensions:

- apply design thinking models and approaches to navigate innovation
- understanding the role of co-creation in successful design thinking
- transitioning through the phases of inspiration, ideation, and implementation
- using tools like visualization, customer journey mapping, and storytelling to create unique solutions
- applying the design thinking methodology to your specific challenges
- testing, refining, and improving new ideas, business models, and processes
- learn all the scientific essentials of design thinking

Participants Profiles

- This program is essential for professionals, students and graduates interested in any industry who are tasked with problem solving and are looking for new and rigorous approaches to finding solutions.
- The program is a core for participants interested in business consultancy and strategic management.
- The summer school delivers the essential dimensions of innovation and understanding industry disruption.
- The summer school is also designed to help students find a solid topic for their theses, discuss the best methodologies available and finalize this essential final project.

Lecturer and Program Director:

Qeis Kamran

- Sales Manager Atlantic Richfield Co
- Managing Partner Kamran Service GmbH& Kamran Management GbmH
- Chief Operations Officer at the Afghan Petroleum Company(APC)
- Chief Operations Officer Globe Business College Munich (GBCM)

Application Procedure:

To apply please send an email including your CV to:

Ms. Schmidt, Michaela (Dortmund) -michaela.schmidt@ism.de

Ms. Petra Roerup (Munich) - petra.Roerup@ism.de

Application deadline is May 31st 2019.

Impressions from previous programs: