

# SCORE Faculty training

# Introduction to the Entrepreneurship & Design Thinking Education

SCORE  
東北地域  
プラットフォーム

## プログラム概要

Berkley Innovation GroupはHAAS MBA のデザイン思考教育を担当しています。起業家育成ワークショッププログラムを、日本の大学の起業教育指導者層向けに6回にわたり実施します。実際にワークショップで課題を考えながらデザイン思考を体験できるコースです。ビデオ教材による事前学習を提供予定です。

## The Berkeley Innovation Group



Jeff Eyet



Clark Kellogg

## コンテンツ

### Week 1 – Design Thinking Mindset and Process Introduction

- **Pre-read:** [Design Thinking](#) by Tim Brown
- **Objective:** Innovations are outcomes, which are born of the process of design thinking. However, one must embody the design thinking mindset to successfully use the design thinking process to be innovative.
- **Homework (due next class):** None

### Week 2 – Discovery

- **Pre-read:** [Empathy on Edge](#) by IDEO
- **Objective:** Discovery is the first phase of the four-phase design thinking process. We will learn the three techniques of Discovery, including desk research, ethnography, and interview.
- **Homework (due next class):** Each student conducts two (2) user interviews

### Week 3 – Insight

- **Pre-read:** [Where Do Eureka Moments Come From?](#) by Maria Konnikova
- **Objective:** Find the “why” behind “what.” We can observe what users do, but why are they embarking on these actions? Here lies the insights that power innovative solutions.
- **Homework (due next class):** Each student brings twenty (20) ideas to solve the “how might we?” question.

### Week 4 – Ideation

- **Pre-read:** [Groupthink](#) by Jonah Lehrer
- **Objective:** We seek quantity of initial ideas of the quality of initial ideas from a diverse set of lived experiences. With a large base of possible solutions, we combine into cluster, then vote on a “top idea” to prototype.
- **Homework (due next class):** Each student creates a prototype (physical or digital) of the top idea from the Ideation work.

### Week 5 – Prototyping

- **Pre-read:** [Design Thinking: Get Started with Prototyping](#) by Rikke Friss Dam and Teo Yu Siang
- **Objective:** Make the invisible, visible through prototyping to generate “yes, and” feedback. Also, learn presentation and storytelling techniques to improve final deliverables.
- **Homework (due next class):** Design final presentation for delivery in the final class.

### Week 6 – Final Presentations

- **Pre-read:** [Design and Innovation through Storytelling](#) by Sara Beckman and Michael Barry
- **Objective:** Course summary and final presentations.
- **Homework (due next class):** None

## スケジュール

- **ライブ講義:**  
日程 下表のとおり  
時間 毎週午前  
9:30~11:00  
(90分間前後)
- **レコード講義:**  
講義後、録画した  
内容を公開予定

| 日程                       | 8月21日 | 8月28日 | 9月4日 | 9月11日 | 9月18日 | 9月25日 |
|--------------------------|-------|-------|------|-------|-------|-------|
|                          | 土曜日   | 土曜日   | 土曜日  | 土曜日   | 土曜日   | 土曜日   |
| Design Thinking Workshop | 1     | 2     | 3    | 4     | 5     | 6     |