

Design Thinking for Innovation in the New Post-Pandemic Reality (2 ECTS)

National Research University – Higher School of Economics

Degree or qualification is awarded: **Transcript of records, certificate**

Language of study: **English**

Mode of study: **distance learning**

Duration: **1 week**

Availability of free education: **yes**

Price: **Tuition fee depends on student category (21 180 - 32 000 RUB), registration fee is 3 000 RUB.**

Programme webpage at the university website: <https://spb.hse.ru/io/sumsch/designthinking>

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Place of education:

- **National Research University – Higher School of Economics in St.Petersburg**
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The course is focused on studying how Design Thinking works for business from a theoretical and practical point of view. The theoretical part will develop an understanding of the Design Thinking theoretical constructs, its mindset, and tools. The practical part aims at implementing the DT methodology. The design thinking methodology training will be based on the real-life case of the St. Petersburg start-up business in the fashion industry. This case provides an opportunity to train design thinking skills as well as to consider the application of artificial intelligence and design thinking methodology to transform ideas into successful business products. The participants' engagement in this St. Petersburg innovative 'live' case will enable the development of design thinking competencies and provide practical insights into the challenges faced by businesses going online in COVID-19 and post-pandemic reality.

Specializations within this programme