School of Social Innovation
Human-centred Design Thinking for Social Innovation and Entrepreneurship
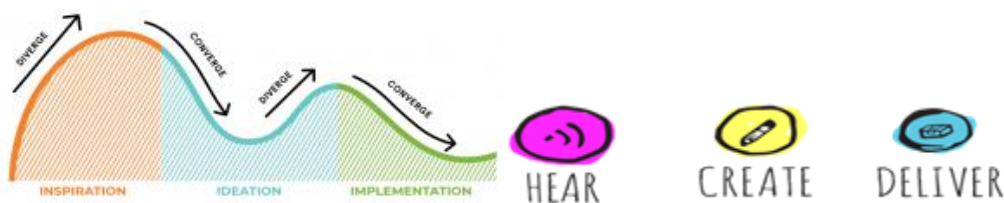
Human-centred Design Thinking for Social Innovation and Entrepreneurship aims to equip students with the competence required to engage with inspiration, ideation and implementation through empathy using innovative design thinking methods to find sustainable social solutions. The individual competencies are linked to institutional dimensions to concurrently enhance the institutional capacity of social businesses.

Human-centred Design Thinking is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process.

Design thinking is a process, mindset, and approach to solving complex problems. It is also known as human-centred design, it is a philosophy that empowers an individual or team to designing products, services, systems, and experiences that address the core needs of those who experience a problem.

The focus is to design effective and impactful solutions to challenges that are concentrated with a small group of people and those that are systemic. Human-centred Design is all about understanding the perspective of the person who experiences a problem, their needs, and whether the solution that has been designed for them is truly meeting their needs effectively or not. At its most effective, the people who experience a problem are part of the design process.

The following topics will be covered:

Topic 1: Human-centred Design for Social Innovation and Social Entrepreneurship

- Setting the scene

- Human-centred Design: Introduction and Orientation
- Creative Thinking and Creativity: The Foundation.
- Adopt the Mindsets, Understand the Process and Use the Tools

Topic 2: Phases and Methods of Human-centred Design for Social Innovation

- Inspiration and Empathy
- Ideation
- Implementation
- Use the Tools/Methods to solve a Social Innovation Challenge

Topic 3: Social Innovation and Change Management

- Overview of third alternative thinking
- Overview of John Kotter's Eight steps of Change
- Workshop: DIY: Inspiration and Ideation to solve a Social Challenge
- Workshop: DIY: Implementation of the solution to the Social Challenge

Topic 4: Leadership, Innovation and Entrepreneurship for Social Business

- Individual assignment to show understanding of human-centred design thinking.
- Group work: Social Innovation Challenge
- Reflect and bringing it all together.
- Conclusions: Sharing Human-centred Design Thinking for Social Innovation Journey

After completion of the module the student will be able to:
- Identify and describe the meaning of human-centred design thinking.
- Critically evaluate the theoretical concepts of human-centred design thinking for social innovation and entrepreneurship.
- Interpret global and local challenges and apply human-centred design thinking and actions to explore and develop innovative and entrepreneurial solutions.
- Explore effective and ethical institutional capacity for social human-centred design thinking for social innovation and entrepreneurship.
- Create organizational change plans through human-centred design thinking.
- Analyse and utilize human-centred design thinking techniques for social innovation and entrepreneurship.
- Apply the concepts and practices of 3rd alternative problem solving and John Kotter 8 steps of leading change.
- Identify and critically evaluate an own learning journey.

Requirements for admission
Requirement for admission is an undergraduate degree or equivalent qualification. Applicants with a grade 12 school leaving certificate can also be considered for admission to executive short courses with appropriate leadership and management experience.

Distance Learning Delivery
In the distance learning delivery approach, the course is presented via the "MyNotes" Student Portal of Hugenote Kollege in a programme that will require guided self-study from participants. The time required for this self-study delivery will be 40 hours and requires an in-depth engagement with all of the material supplied. The self-study on MyNotes will be linked to three four-hour Zoom-based teaching sessions that require compulsory attendance by participants.

Zoom sessions	Topics
Session 1	Topic 1 and 2
Session 2	Topic 3
Session 3	Topic 4

The prescribed compulsory assessments will require further study and reading of 30 hours. The duration of the course therefore adds up to 90 hours and is delivered in the manner set out above.

Assessment methods
- Individual assignment (40%);
- One Individual open-book three (3) hour end of module examination (40%);
- Human-centred design individual leadership journey exercise (15%); and
- Class group presentation (5%).