

Executive Diploma in Design Thinking - Managerial Creativity and Organizational Innovation

設計思維專業行政文憑課程 - 管理創意與組織創新

26 February - 10 June 2020



Executive Diploma in Design Thinking

- Managerial Creativity and Organizational Innovation

INTRODUCTION

Design thinking integrates managerial creativity and organization innovation. It is a creative problem solving process that focus on human needs. It connects the customers' needs and the organization's capabilities to design new products and services to the market.

WHY STUDY THIS COURSE?

Design thinking is oversimplified, and a basic concept in creativity and innovation would speed up the learning of design thinking. This programme would help participants to review and learn the concepts of managerial creativity and organizational innovation. Through a series of carefully designed experiential exercises, participants can master the discipline of design thinking in an enjoyable way. Participants are expected to take an active role throughout the programme.

BENEFITS IN COMPLETING THIS COURSE

Upon completion of this programme, participants will receive an Executive Diploma in Design Thinking which equips them a firm foundation to encourage creativity, innovation and design thinking in their organizations.

LANGUAGE MEDIUM

The programme will be delivered in Cantonese, and the course material will be in English.

LECTURER

Dr Mak attained his DBA in organisational learning at University of Hull and MA in management learning at Lancaster. He earned an Executive Certificate in Management and Leadership at MIT Sloan School of Management. He has completed executive programmes on "Managing Innovation" at Stanford and "Leading Strategic Change" at Rotman School of Management, Toronto. He is a Chartered member of Chartered Institute of Personnel and Development, a member of Chartered Institute of Linguists and an Associate member of Institute of Chartered Secretaries and Administrators. He has taught in the tertiary education institution for more than 25 years, with ample experience in teaching MBA and executive programmes.

As a consultant, he conducts in-house training workshops and advises companies on staff attitude survey, creativity and innovation, negotiation skills, strategic management and leadership development. Some of his clients are: China Light and Power, MTR Corporation, Union Hospital, 3M(Hong Kong) Limited and the HKSAR Government. He co-authored two books on human resource management, one in English and one in Chinese. Moreover, he published articles in academic journals. His newspaper columns on "Negotiation Formula" and "Talent Engineering" were published in RECRUIT and Hong Kong Economic Journal respectively.

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Module 1. Managerial Creativity

Aims

- Differentiate creativity and innovation
- Explain the birth of a new idea
- Practise creative thinking tools

Contents

- Creativity vs. innovation
 - The birth of a new idea
 - From agricultural to conceptual age
 - Conceptual blockbuster
 - From a closed mind to an open one
 - Praise first PPCO
 - Creative thinking toolbox
 - The limitation of brainstorming
 - Seeking opportunities
 - The 3M story, etc.
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Module 2. Organizational Innovation

Aims

- Find out customers' needs
- Design an innovative organization
- Mobilize a creative team

Contents

- Unseen threats and missed opportunities
 - Is your organization innovative?
 - Desirability, feasibility and viability
 - Kaizen vs. Innovation
 - Who are your customers?
 - Customer needs analysis
 - Shared vision with visualization
 - Recruiting creative talents
 - Bridging the knowing/doing gap
 - The Dyson story, etc.
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Module 3. Design Thinking

Aims

- Explain the principles of design thinking
- Describe the design thinking process
- Create a design thinking culture

Contents

- What is design thinking?
- Design approach vs. scientific approach
- The wicked problem
- Design thinking principles
- The design thinking process
- How managers and designers can work together?
- Design thinking culture
- The big idea
- Educating managers for design
- The Apple story, etc.

FEE

HKMA Member: HK\$9,000

Non-member: HK\$9,900

Group Discount: HK\$300 each

(For two or more participants making payments on this course together)

SATISFACTORY COMPLETION OF A MODULE

A minimum of 70% attendance is required for satisfactory completion of a module. Students must obtain at least 50% of the assessment result in each module.

AWARD

A student who has satisfied all the requirements and completing all three modules will be awarded the Executive Diploma in Design Thinking.

ENQUIRIES

For this course details :

Ms Shirley Chan : 2774 8569

Email : details.cdp@hkma.org.hk

General Enquiry / Membership / Enrolment : 2774 8500 or 2774 8501

Email: hkma@hkma.org.hk

www.hkma.org.hk/pd/eddi

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