Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Project Development and Sustainability - Strategies for Sustainable Solutions: Design Thinking in Public Services
Code der Lehrveranstaltung	47217
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Master in Kritische Kreative Praxis
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Giacomo Buzzao, Giacomo.Buzzao@unibz.it https://www.unibz.it/en/home/research/competence-centre-management-cooperatives/team/person//52167
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1st year
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	0
Stunden für individuelles Studium	60
Vorgesehene Sprechzeiten	18
Inhaltsangabe	This course explores how design thinking can drive innovation in public services, focusing on user-centered policy solutions. Students learn key phases of design thinking—empathy, ideation, prototyping, and testing—to address public sector challenges. Emphasis is placed on integrating sustainability principles into the design and delivery of public services. Through case studies and

	project work, participants develop practical skills to design effective, sustainable, and citizen-responsive solutions.
Themen der Lehrveranstaltung	1. Introduction to Design Thinking 2. Empathy: Understanding User Needs in Public Services 3. Ideation: Generating Innovative Policy Solutions 4. Prototyping: Developing Tangible Policy Models 5. Testing: Assessing Solutions in Real-World Public Sector Contexts 6. Implementing Design Thinking in Public Administration 7. Sustainability in Design: Environmental and Social Considerations
Stichwörter	Design thinking, service design, sustainability, public sector
Empfohlene Voraussetzungen	None required
Propädeutische Lehrveranstaltungen	
Unterrichtsform	The course combines frontal lectures, interactive discussions, case studies, and hands-on group work. Students will work in teams on a real-world challenge provided by local stakeholders, developing solutions that will be presented to stakeholders and policymakers at the end of the course. Guest seminars and workshops with practitioners from the public and Third Sector will enrich the learning experience.
Anwesenheitspflicht	Attendance is recommended but not mandatory.
Spezifische Bildungsziele und erwartete Lernergebnisse	Educational objectives: The course refers to the complementary educational activities and belongs to the scientific area of Business Administration (SECS-P/08 - ECON-07/A). The course is designed for acquiring professional skills and knowledge. This course on design thinking in public administration teaches participants to innovate and implement effective policies. It covers the fundamentals of design thinking, empathy for user needs, ideation and prototyping skills, and testing solutions in real-world contexts. Participants will also learn about sustainability considerations and study case studies of design thinking in government. The goal is to equip learners with the skills to tackle

	public sector challenges using a comprehensive and empathetic approach. These objectives align with the goal of preparing students to be competent project managers and innovative thinkers in the public sector, capable of leading initiatives that contribute positively to society and the environment. Learning outcomes: Knowledge and understanding: Knows ecocritical theories and their applications in visual arts and design. Have specific knowledge of artistic and design techniques that promote environmental sustainability. Understand the processes of interaction between artistic practices and natural context, analysing them while considering the connections with other fields of knowledge, such as philosophy, sociology and environmental sciences. Applying knowledge and understanding: Conceive and implement artistic and design projects that respond to contemporary environment challenges, using sustainable materials and ecological techniques. Develop initiatives that involve local and global communities, promoting greater awareness and action towards environmental sustainability. Collaborate with scientists, activists and other professionals to integrate interdisciplinary knowledge into artistic and design projects. Making judgements: Apply the knowledge acquired in the professional context. Reflect and express an independent judgement, including on social, ethical and political-cultural issues. Communication skills:

	Writing scientific and technical articles and reports with clarity and effectiveness presenting projects and ideas verbally in a professional and convincing manner Learning skills: The strengthening of the critical operational autonomy of students. The development of their ability to choose, compare and adapt to the new knowledge and technologies.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	For Attending Students 1. Group Project Work and Presentation (50%) Students will collaborate in small groups to design a project based on a real or simulated challenge proposed by local stakeholders. Each group will present its work during a scheduled class session, including a session with the main stakeholders. Deliverables include: A slide presentation and a summary report (both based on provided templates that will be available on OLE). These materials must be submitted 15 days before the final presentation. The project grade reflects the collective effort of the group. To discourage free-riding, each group is encouraged to submit a shared statement confirming that all members actively contributed to the final deliverables. The project work grade is valid for one academic year only and cannot be carried over beyond that period. 2. Individual Written Exam (50%) This exam will consist of multiple-choice questions and open-ended questions. The content will cover lectures, guest lectures, and assigned readings.

	For Non-Attending Students Written Exam (100%) The exam will include: - Questions covering course content - An additional short essay question designed to critically reflect on and compensate for the practical experience gained by attending students through project work.
Bewertungskriterien	Evaluation will be based on the following criteria: Group Project Work Empathy and User Understanding: Depth of research and insight into user needs, especially in public service contexts Ideation: Creativity and relevance of proposed policy or service innovations Prototyping: Development of tangible models or frameworks to test ideas Testing and Feedback: Use of real-world or simulated environments to assess solution effectiveness Sustainability Considerations: Integration of environmental and social sustainability into the project design Implementation Strategy: Practicality and adaptability of applying design thinking in public administration settings Individual Written Exam The exam will assess each student's understanding and ability to apply concepts from : Design Thinking Concepts: Understanding of empathy, ideation, prototyping, testing, and implementation Application to Public Sector Challenges: Ability to connect theory to real-world policy and service design Critical Thinking and Reflexivity: Capacity to reflect on learning and evaluate the effectiveness of applied approaches Integration of Sustainability: Awareness of environmental and social impacts in project and policy design

Pflichtliteratur	A list of required readings will be made available online.
Weiterführende Literatur	Supplementary readings may be distributed and recommended to the students.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Nachhaltige Städte und Gemeinden