Syllabus

Descrizione corso

Titolo insegnamento	Project Development and Sustainability - Strategies for Sustainable Solutions: Design Thinking in Public Services
Codice insegnamento	47217
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Pratiche creative e Critiche contemporanee
Altri Corsi di Studio (mutuati)	
Docenti	dr. Giacomo Buzzao, Giacomo.Buzzao@unibz.it https://www.unibz.it/en/home/research/competence-centre-management-cooperatives/team/person//52167
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1st year
CFU	6
Ore didattica frontale	36
Ore di laboratorio	0
Ore di studio individuale	60
Ore di ricevimento previste	18
Sintesi contenuti	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.

Argomenti dell'insegnamento	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
Parole chiave	Design thinking, service design, sustainability, public sector
Prerequisiti	None required
Insegnamenti propedeutici	
Modalità di insegnamento	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.
Obbligo di frequenza	Attendance is recommended but not mandatory.
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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.
Criteri di valutazione	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
Bibliografia obbligatoria	A list of required readings will be made available online.
Bibliografia facoltativa	Supplementary readings may be distributed and

	recommended to the students.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Città e comunità sostenibili