The Impact of Utilizing Design Thinking on Teaching Entrepreneurship

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"CENTURY OF THE ENTREPRENEUR"

- Over 3,000 entrepreneurship programs

- Centers for Innovation & Creativity

- Innovation Challenges

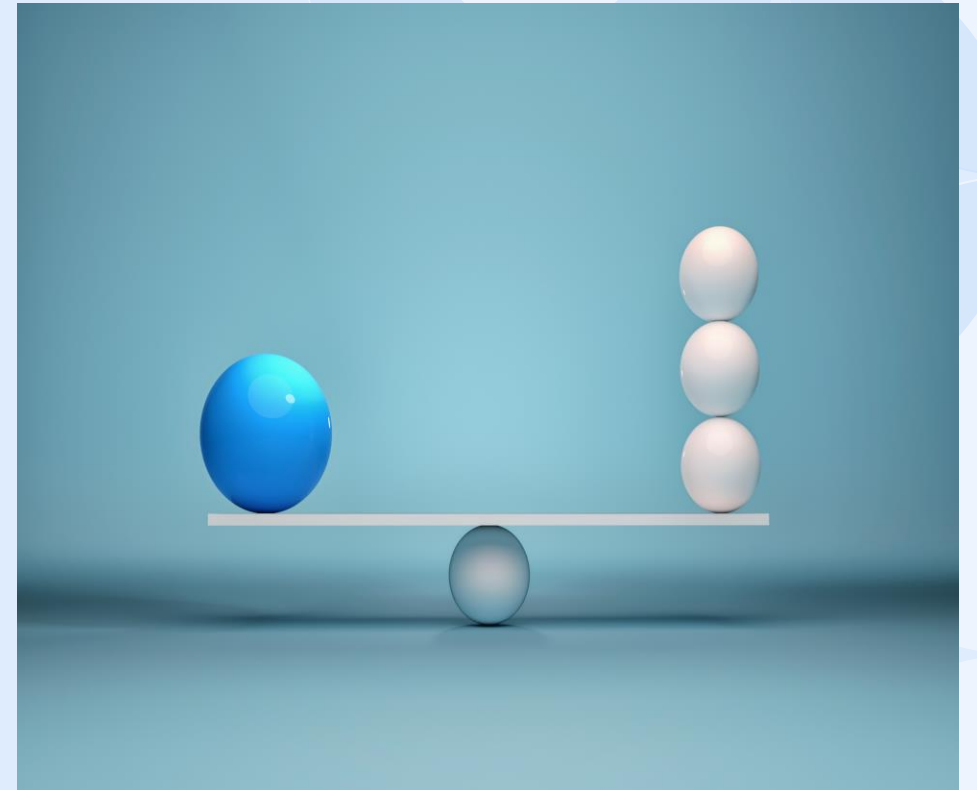- Considered essential for economic growth

Can you teach entrepreneurship?

CHALLENGES OF TEACHING ENTREPRENEURSHIP

- No general consensus on how to teach entrepreneurship

- Balancing theory & practice

- Timeline/managing student projects

- Contradicts rational business school paradigms

Design Thinking

A systematic process for structuring a problem, gathering information, and generating alternatives or solutions to complex, ill-structured problems.

Quaiser, R.M., & Pandey, S.K., (2023). Design Thinking enabling innovation: A literature review. The European Journal of Social Science Research, 36(4), 579-601

DESIGN THINKING STEPS

- Empathize

- Define

- Ideate

- Prototype

- Test

STEP ONE: EMPATHIZE

- Put themselves in the users' shoes.

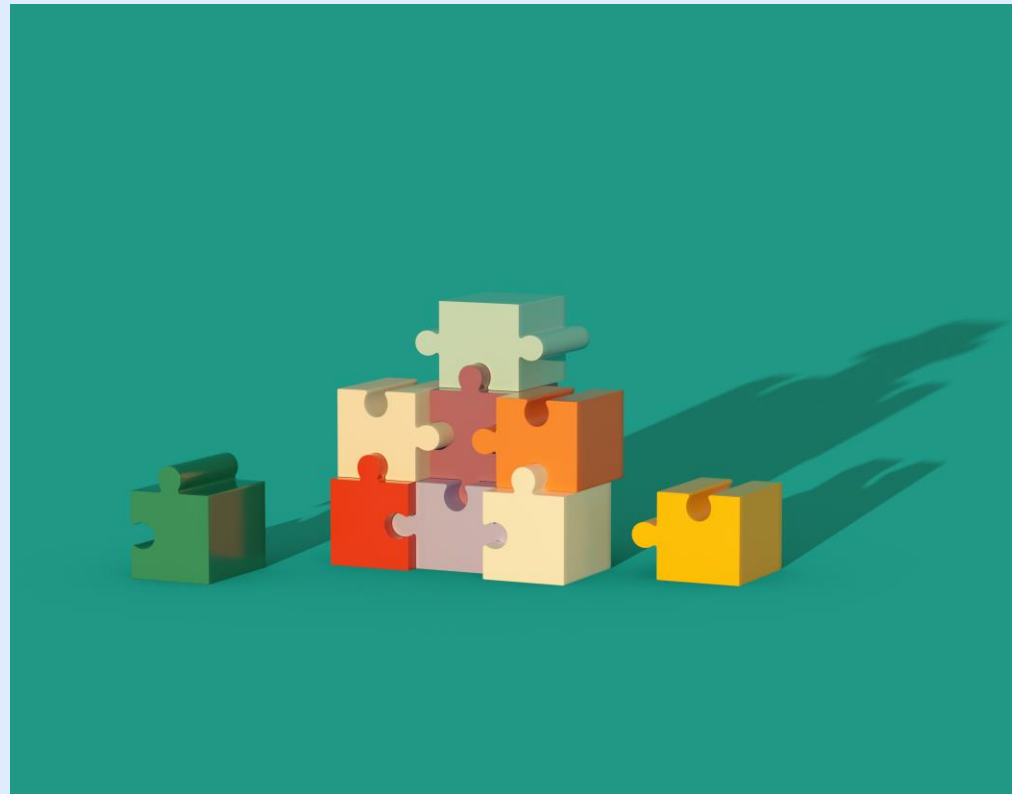- What are the problems and concerns?

STEP ONE: CONDUCT RESEARCH TO EMPATHIZE

- Surveys

- Focus Groups

- In-depth interviews

- Observations

STEP TWO: DEFINE

- What exactly is the problem?

- What does the issue entail?

STEP THREE: IDEATE

How Might We?

- **How might we…** encourage healthier eating on campus?

- **How might we…** reduce bullying?

- **How might we…** decrease screen time for teenagers?
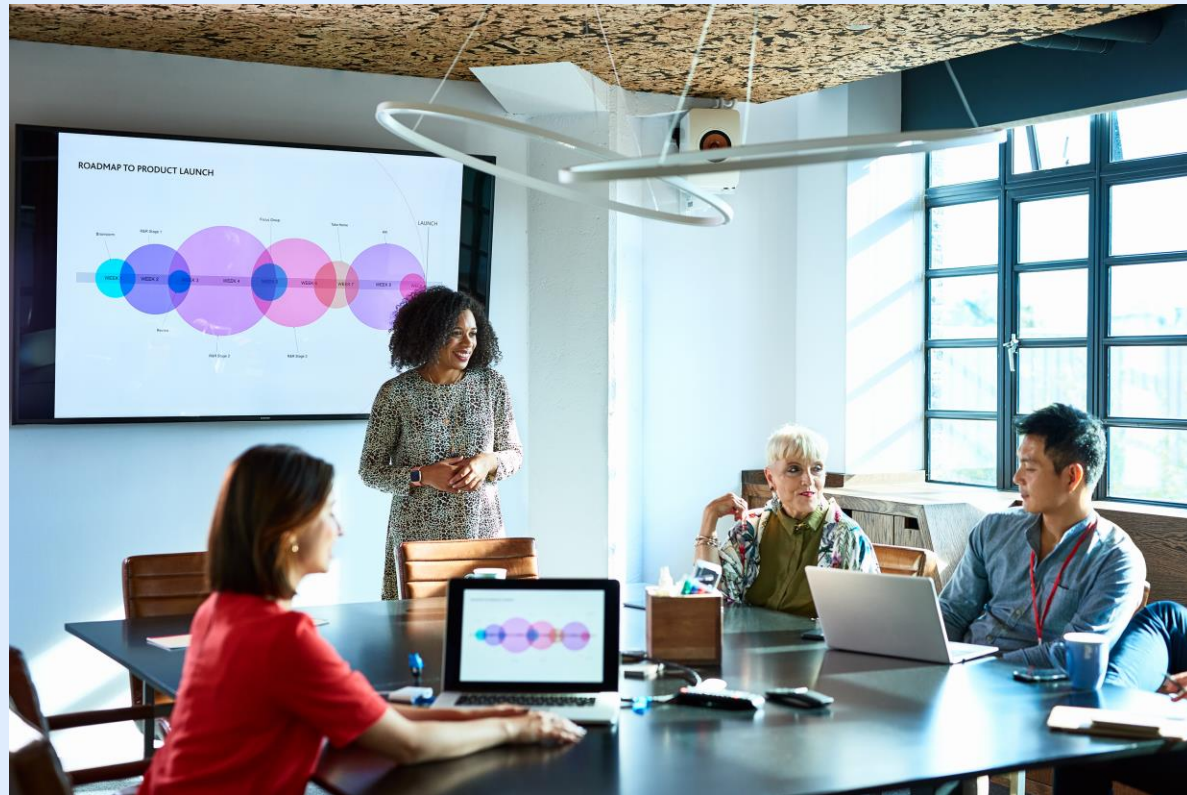
STEP FOUR: PROTOTYPE

- Outline or list solutions, draw a diagram, sketch the product

- Describe the program, create a poster presentation

STEP FIVE: TEST

- **Final Presentation** to interested parties

- **Showcase Event** of group presentations

- Feedback

- Awards

- Recommendations

INCORPORATING DESIGN THINKING

- Students divided into groups

- Chose a problem/situation (How Might We…) on campus to investigate

- Employed the Design Thinking Steps

- Presented Final Solutions to Interested Parties

FLEXIBILITY OF APPLICATION

Design Thinking methodology is equally effective on

concrete issues (eating healthier on campus) as well as
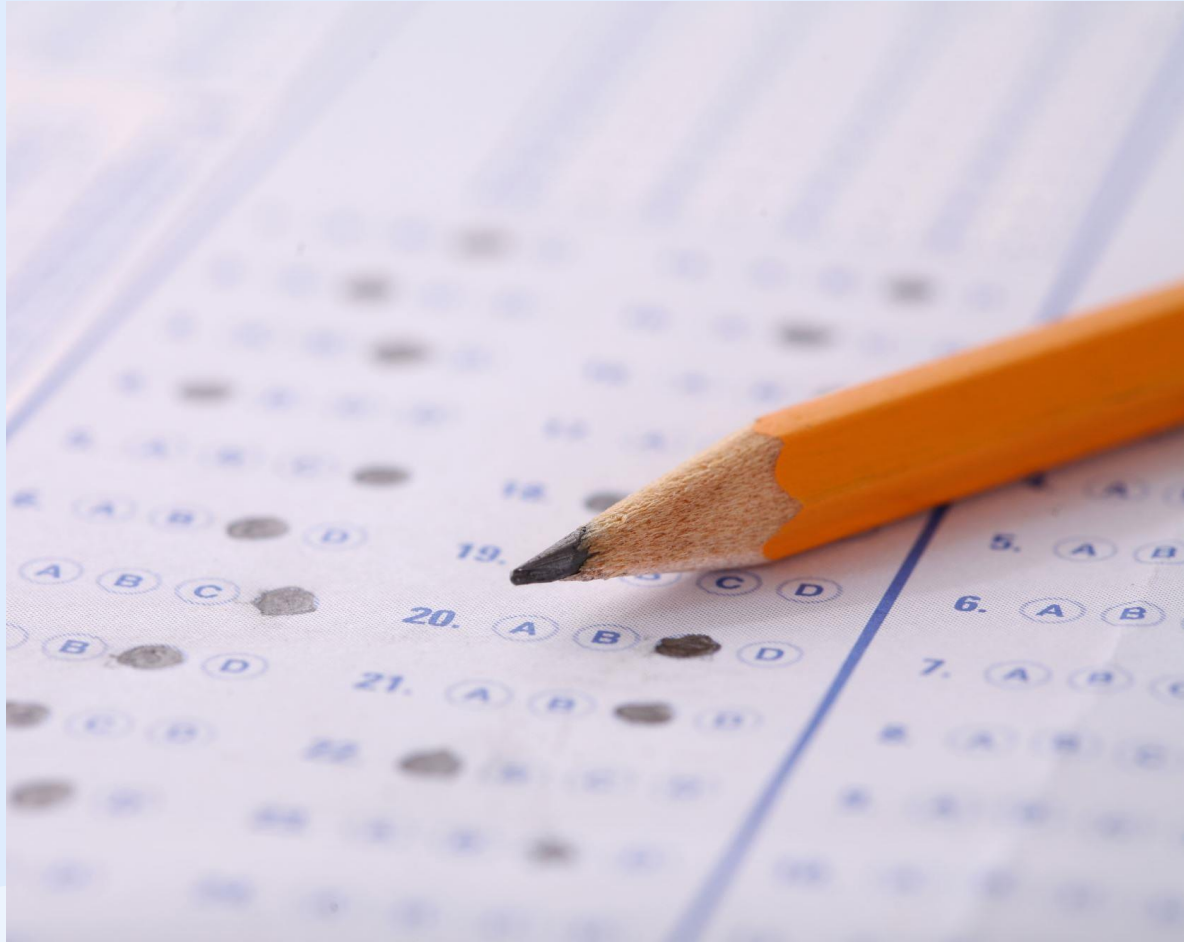
social justice issues (reducing bullying)

SURVEY OF ENTREPRENEURSHIP STUDENTS

- Increase in students' preference to working in groups

- More comfortable tackling a problem with no established starting point

- Increase in how creative they considered themselves

- Enjoying solving complex problems

- More likely to take risks in the context of solving a problem

SURVEY OF ENTREPRENEURSHIP STUDENTS

- Gained new appreciation about creative process

- Can be achieved through a deliberate process

- Proven method of producing creative ideas

- Link between creativity and entrepreneurship

- Increase in problem-solving confidence

ENTREPRENEURSHIP INSTRUCTORS

- Design Thinking provides a road map to teach entrepreneurship

- Inherently elusive discipline made less daunting

- Students who claim they are not creative feel supported

Limitations of Study

Small class size

Shorter class periods

Degree of effort by students

Chance of inaccuracies

APPLICATIONS TO THE WORKPLACE

- Learned how to apply Design Thinking to solve ambiguous problems

- Experience working in teams with unfamiliar people/skillsets

- Useful skill in any workplace

- More confidence with unknown outcomes

Questions?

Thank you!