



DESIGN THINKING FOR BUSINESS INNOVATION

Course Code: WSQ-DTB

What will you learn?

- Business planning & strategising
- Company's innovation risk tolerance
- Business SWOT analysis & developing counter measures
- Categorising user activities via POEMS
- Mapping consumer purchase process
- Enhancing customer experience

Course Schedule

Contact Hours: 19 hours

Course Frequency : Once per week

Course Duration : 6 weeks

Course Materials

- FMA Design Thinking for Business Innovation Learners Guide

About the Workshop

Go beyond Design Thinking with this 6 week business result driven programme. Explore uses for Design Thinking skewed towards business growth and developing increased value for your customers. This programme will bring you back to the drawing board, dissect your business and understand its strengths and weakness.

Uncover internal and external factors affecting business growth and develop solutions aimed at increasing customer value and experience with your company.

Crafted for senior management and business owners, this programme aims to help participants improve on their business specialties and to develop countermeasures for weaknesses.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Scheme	Full Course Fee
90% Subsidy	\$15 Per Hour Subsidy	\$15 Per Hour Subsidy	90% Subsidy	95% Subsidy	-
\$208.11	\$1,027.36	\$1,027.36	\$208.11	\$146.90	\$1,309.86
Absentee Payroll: \$7.50 Per Hour	Absentee Payroll: \$4.50 Per Hour	-	Training Allowance: \$4.50 Per Hour	-	-
\$66.34 Registration and Course Material Fee					

All prices inclusive of 7% GST.

WSQ subsidies are eligible for Singapore's and PRs above the age of 21.

Course Outline

Day 1	<ul style="list-style-type: none">• Programme introduction• Understanding core values of the business
Day 2	<ul style="list-style-type: none">• Identifying organisation risk appetite• Assessing organisation innovation risk tolerance
Day 3	<ul style="list-style-type: none">• Identifying business strengths and weaknesses• SWOT analysis• Business Model Canvas• PEST analysis• Porter's 5 forces
Day 4	<ul style="list-style-type: none">• People, Objects, Environment, Message/Media and Services• Introduction to the POEMS framework
Day 5	<ul style="list-style-type: none">• Introduction to User Journey Mapping• Identifying touch points during user journey
Day 6	<ul style="list-style-type: none">• Defining, managing and enhancing user experience by re-designing touch points• Designing Journey map• Improving Journey experience• Debrief