

## Innovation Lab: Design Thinking for Socially-Relevant Innovation

22.07.2024 – 02-08.2024

Course Director: Jens Gijbels, MBI

### Week 1

Saturday and Sunday		
Time	Activity	Description
12.00-18.00	<b>Key pick up</b>	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

Monday		
Time	Activity	Description
09.30-10.00	<b>Campus tour</b>	
10:00-12:00	<b>Welcome session</b>	Meet & Greet and course introduction
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Setting culture</b>	

Tuesday		
Time	Activity	Description
10:00-12:00	<b>Theory</b>	Design Thinking
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Client Meeting - Briefing</b>	We will work on a real-life project

Wednesday		
Time	Activity	Description
10:00-12:00	<b>Theory</b>	Design Research
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Design Research

Thursday		
Time	Activity	Description
10:00-12:00	<b>Theory</b>	Defining
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Defining

Friday		
Time	Activity	Description
10:00-12:00	<b>Workshop</b>	Pitch preparation
12:00-13:00	<b>Lunch break*</b>	
13:00-17:00	<b>Interim presentation</b>	Pitch for the client

Week 2

Monday		
Time	Activity	Description
10:00-12:00	<b>Recap + Theory</b>	Recap on team culture + Ideation
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Ideation

Tuesday		
Time	Activity	Description
10:00-12:00	<b>Theory + project work</b>	Prototyping
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Theory + project work</b>	Testing

Wednesday		
Time	Activity	Description
10:00-12:00	<b>Theory</b>	Implementation and Iterate
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Finishing the project

Thursday		
Time	Activity	Description
10:00-12:00	<b>Workshop</b>	Pitch preparation
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Final presentation</b>	Final pitch presentations + Drinks

Friday		
Time	Activity	Description
10:00-12:00	<b>Evaluation</b>	Course evaluation
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Course end</b>	Deep reflections (+assessments) and saying goodbye

\*Note: Students must bring/cover their own lunch. This schedule is still subject to change.