

EU objectives**At the end of this course, students will be able to :**

- Use management tools and techniques to conduct data analysis and creativity sessions and stimulate collective intelligence within a project team.
- Take part in innovation initiatives and develop an innovative concept based on a combination of economic and usage considerations.

Description of the ECUEs

- Implementation of a design thinking approach
- Developing an innovative solution: user surveys, description, value proposition, communication, etc.

Prerequisites**Bibliography**

Lateral thinking E.De Bono ; Emotional Design Donald A.Norman ; Getting to Plan B John Mullins Randy Komisar ; Innovation Nouvelle Génération BPI France