Innovation of Products and Services: MIT's Approach to Design Thinking

Programs in collaboration with

MIT MANAGEMENT EXECUTIVE EDUCATION

2 Months

Learning Outcomes

- Understand the design thinking process.
- Identify and assess customer opportunities.
- Generate and evaluate new service concepts.
- Design services and customer experiences.

Modules

- Design thinking skills
- Identify customer needs
- Applied creativity - product concept generation
- Design of services and customer experience
- Financial analysis
- Environmental stability

About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.