

The Design Thinking Certificate Program at the Pace University Lubin School of Business.

Today's interconnected, competitive, and dynamic landscape requires individuals and firms to re-imagine how they approach business. Solving complex problems often involves a multi-disciplinary team working collaboratively, combining both creative and analytical approaches. Design thinking employs a set of methods and corresponding mindsets that promote a human-centered approach to innovation. It concentrates on rigorous means of understanding human behavior to generate deep insights, articulate needs and desires, develop design solutions and finally critique and test those solutions.

The Learning Experience that "Gets You There Faster"

The Design Thinking Certificate Program at Pace University Lubin School of Business focuses on innovative thinking as a means of designing products and services. You will learn new ways to manage complexity, serve human needs, and create sustainable products that serve both people and businesses alike. Throughout the program, you'll be guided by professional designers and educators who are experts in their field. The project-based, interdisciplinary curriculum will break you into small teams, building a project from beginning to end. Our format is designed to train and develop your technical and analytical skills, as well as Design Thinking leadership insights you will need to move innovation initiatives forward within your organization.

Why Design Thinking?

Design thinking is about employing a set of methods and mindsets that promotes a human-centered approach to innovation. It's a strategy for creating a differentiated, competitive advantage that few can match. No other Design Thinking program delivers like the Pace University Lubin School of Business.



JOIN OUR IN CLASSROOM PROGRAM - \$4,995

PROGRAM SCHEDULE

Each day includes breakfast and lunch. Please bring your own device (laptop/tablet) for online assignments.

Day 1	9:00 - 12:00	Introduction to Design Thinking
	1:00 - 4:00	Designing for Empathy
Day 2	9:00 - 12:00	Introduction to Visualization
	1:00 - 4:00	Persona and Journey Mapping Design
Day 3	9:00 - 12:00	Ideation in the Design Thinking Process
	1:00 - 4:00	Prototyping
Day 4	9:00 - 12:00	Validation
	1:00 - 4:00	Design Thinking Implementation & Application

Program Summary

The Design Thinking Executive Program meets the same high academic standards of Pace University Lubin School of Business, with a challenging interdisciplinary curriculum designed to prepare you to analyze, create, and deliver unique customer experiences. Roll up your sleeves to solve real-world challenges and use innovative practices developed by top companies.

Module 1

Introduction to Design Thinking

- Define Design Thinking as an effective approach to creative problem-solving.
- Understand how Human-Centered Design and methodology influence Design Thinking.
- Review of practices and case studies of Design Thinking in the real-world.

Module 2

Designing for Empathy

- Identify effective approaches and tools for research.
- Design conversations and interviews that honor stakeholders.
- Frame problem statements that facilitate problem-solving.

Module 3

Introduction to Visualization

- Align the right visualizations to the right Design Thinking tools.
- Learn the visualization tools that best fit specific challenges.
- Explore the use of visualization tools in real-life scenarios.

Module 4

Persona and Journey Mapping Design

- Create personas that describe stakeholder characteristics.
- Build journey maps that help define critical moments of truth.
- Identify the right tools for success measurement in Customer Experience.

Module 5

Ideation in the Design Thinking Process

- Develop creative processes for developing new ideas.
- Understand mind-mapping and brainstorming approaches.
- Learn best practices for ideation workshops.

Module 6

Prototyping

- Understand low and high-fidelity prototyping.
- Design approaches for bringing ideas to life.
- Discuss prototyping approaches and tools.

Module 7

Validation

- Identify methods for researching and validating outcomes.
- Evaluate recommendations for stakeholder collaboration and participation.
- Develop considerations for design validation.

Module 8

Design Thinking Implementation

- Develop processes for deployment and launch.
- Explore collaboration methods with stakeholders and success partners.
- Design plans for applying Design Thinking at your organization.

Capstone Project

The Design Thinking Portfolio

- Completed project, from beginning to end.
- Custom templates and practices you can employ at your organization.
- Outcomes that are distinctive and measurable.
- Continued mentoring after the program concludes.

Distinguish Yourself as a Leader through the Pace University Lubin School of Business Design Thinking Certificate Program

Pace University Lubin School of Business is a public university with students from across the nation and the world. Our DT Certificate program represents a unique opportunity to learn the skills and tools required to improve your company's customer experience. You'll work as part of a designated team to collaborate on real-world issues facing today's organizations. The DT faculty includes noted authors and C-Level executives in the DT space. They help make challenging material easy to understand. You'll learn how best in class firms use customer-centric methodologies to drive customer engagement from professional subject-matter-experts.

Ranked the #1 private, four-year College in the nation for upward economic mobility by Harvard University's Opportunity Insights, Pace University provides a transformative education for its diverse students —academically, professionally, and socioeconomically

Pace prepares students to become leaders in their fields by providing an education that combines exceptional academics with real-world experiences, including internships, research, clinical, civic engagement and study abroad.