

Innovation Lab: Design Thinking for Socially-Relevant Innovation

17.07.2023 - 28.07.2023

Course Director: Jens Gijbels, MBI

Week 1

Saturday and Sunday		
Time	Activity	Description
12.00-18.00	Key pick up	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
09.00-09.30	Campus tour	
09:30-12:00	Welcome session	Meet & Greet and course introduction
12:00-13:00	Lunch break*	
14:00-16:30	Setting culture	

Tuesday		
Time	Activity	Description
09:30-12:00	Theory	Design Thinking
12:00-13:00	Lunch break*	
14:00-16:30	Client Meeting - Briefing	We will work on a real-life project

Wednesday		
Time	Activity	Description
09:30-12:00	Theory	Design Research
12:00-13:00	Lunch break*	
14:00-16:30	Project work	Design Research

Thursday		
Time	Activity	Description
09:30-12:00	Theory	Defining
12:00-13:00	Lunch break*	
14:00-16:30	Project work	Defining

Friday		
Time	Activity	Description
09:30-12:00	Workshop	Pitch preparation
12:00-13:00	Lunch break*	
14:00-16:30	Interim presentation	Pitch for the client

Week 2

Monday		
Time	Activity	Description
09:30-12:00	Recap + Theory	Recap on team culture + Ideation
12:00-13:00	Lunch break*	
14:00-17:00	Project work	Ideation

Tuesday		
Time	Activity	Description
09:30-12:00	Theory + project work	Prototyping
12:00-13:00	Lunch break*	
14:00-17:00	Theory + project work	Testing

Wednesday		
Time	Activity	Description
09:30-12:00	Theory	Implementation and Iterate
12:00-13:00	Lunch break*	
14:00-17:00	Project work	Finishing the project

Thursday		
Time	Activity	Description
09:30-12:00	Workshop	Pitch preparation
12:00-13:00	Lunch break*	
14:00-17:00	Final presentation	Final pitch presentations + Drinks

Friday		
Time	Activity	Description
10:30-12:00	Evaluation	Course evaluation
12:00-13:00	Lunch break*	
13:00-15:00	Course end	Deep reflections and saying goodbye

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