



University of Pretoria Yearbook 2022

Design thinking 719 (GIA 719)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
NQF Level	08
Programmes	PGDip (Business Administration) Full-time PGDip (Business Administration) Part-time PGDip (General Management)
Prerequisites	No prerequisite.
Contact time	35 contact hours per 3 week-cycle
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

Design thinking is a non-linear, iterative process involving five phases—Empathize, Define, Ideate, Prototype and Test—used to tackle problems that are ill-defined or unknown (wicked problems). Design thinking is useful in the ill-defined problem space because it uses a human-centric approach to reframe the problem to focus on what is most important for users. This course introduces the principles and application of design thinking.

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