Design thinking and business model innovation

Business model innovation is related to how new and existing companies can act in order to create and capture value. Business model innovation focus on how firms adapt and transform themselves in order to pursue higher performance and competitive advantage. In this course will we look at the underpinnings of the business model concept, the dimensions, attributes and outcome of business model research.

Since its origins in the ideas of Stanford's John E. Arnold over 60 years ago, design thinking (DT) has evolved to be one of the fastest growing approaches to innovation across the globe. With its emphasis on rapid prototyping and testing, its empathy (EQ) and user-centered design, and its focus on people and our needs, DT privileges the human and creative practices in the pursuit of innovation. The course offer an introduction to the topic of DT and business model innovation from an engineering perspective and an innovation perspective.

A central aim with this course is to generate curiosity, understanding, appreciation and engagement with design thinking and business model innovation to help inspire your thinking, research and writing.

Core faculty:
Professor Tyrone Pitsis, Durham University
Professor Martin Steinert, professor NTNU
Franziska Günzel-Jensen, associate professor Aarhus University
Vegar Lein Ausrød, researcher Aarhus University
Roger Sørheim, professor NTNU
Øystein Widding, professor NTNU

June 4th – Understanding the core elements of design thinking
Where: TrollLABS - Richard Birkelands vei 2B, 7034 Trondheim, Norway
When: 10 - 17
Martin Steinert will lead the first day (cajoled throughout the day by Tyrone) to help you appreciate and experience the foundations of design thinking and to ensure you go away with an excellent understanding of the core elements of DT. He will provide a hands-on experience by way of real life examples demonstrated through the work at TrollLABS.

Dinner: 18.00 at UNA restaurant, Solsiden Trondheim

June 5th – The macro aspects of design thinking
Where: TrollLABS - Richard Birkelands vei 2B, 7034 Trondheim, Norway
When: 9 - 17

Tyrone Pitsis will lead the second day (interrogated and facilitated by Martin), where we will advance your leaning on day one, and zoom out onto 'meta' and 'macro' aspects of DT and look at cases of design thinking in an innovation context. We will see how DT can and is

being used for more wicked level problems, and we will also emphasize the way in which DT can help increased the impact of your work.

June 6th – How to publish research on design thinking in high quality journals
Where: TrollLABS - Richard Birkelands vei 2B, 7034 Trondheim, Norway
When: 9 - 17
Session1: Insights from California Management Review (CMR), which is now in its 60th year, and look at some of the do's and don'ts of getting published in CMR. We deconstruct the publication process in order to give potential authors insights into what it takes to publish in CMR, and hence to improve your chances of publication.
Session 2: Abstract development workshop tailored to a special issue on design thinking

June 7th – The past, present and future of the business model concept
FRAM student innovation center – Gamle fysikk, 3. etasje
Session 1: From practical concept to research. What underpinnings of the business model concept, the dimensions, attributes and outcome of business model research.
Session 2: The development of research designs
Session 3: Freemium business models and development of two sided platforms

June 8th Business model design at the base of the pyramid
FRAM student innovation center – Gamle fysikk, 3. etasje
- How can new ventures can design a business model bottom up while simultaneously adapting to and shaping the context in which the venture is operating?
- The native capability construct, splitting it into native "pull" and "push" capabilities.
- Links the business model design and native pull/push capability to potential and realized absorptive capacity.

Core readings design thinking
TBA

Core reading business models
TBA