This course provides an introduction to the new product design process and experience in preliminary project management of complex and realistic design systems. The student's design ability is developed in a design project or feasibility study chosen to emphasize innovation and ingenuity, and provide wide coverage of design thinking topics (human-centered design, concept generation and creativity, concept development, prototyping & testing). Robust design, management of innovation and social, environmental, economic, and political implications are also included. With an emphasis on hands-on creative components, teamwork, and effective communication, students should be able to apply the skills mastered to real world design problems.

The course is jointly taught between Engineering and the Haas School of Business in order to provide students a multidisciplinary design experience to parallel industrial practice. Many of the projects in the past have had industry sponsors (e.g., BMW, Mercedes-Benz, Samsung, NASA Ames, Meyer Sound, Re-Rip sustainable surfing). Each design team will be provided with a personal design coach from industry.

More at Design Thinking:
http://best.berkeley.edu/~aagogino/design-thinking.html