EW MBA296.12: Design Thinking for Business Innovation: Netherlands (2 units)

Instructor: Rajiv Ball

The purpose of this course is to provide students with an interactive, highly dynamic and deeply engaging approach to leading innovation. They will learn a structured approach to a business challenge that combines best of breed of design thinking, innovation strategy, and entrepreneurship. The course will take place at THNK School of Creative Leadership in Amsterdam. THNK’s curriculum draws on many different schools of thought from design thinking to performing arts and creativity to entrepreneurship at scale to business strategy thinking.

The class will focus on one client and business issue. This year students will work with Jumbo, one of the largest and most progressive supermarkets in the Netherlands, on the topic of how to reduce food waste in customers’ homes. Before departure, the students will research the topic. While at THNK, they will connect several times with the client. They will have an opportunity to debrief and reflect on their learning in a final on-line session.

### Instructional Dates*

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 24, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Sunday, May 22, 2016</td>
<td>Arrive in Amsterdam</td>
</tr>
<tr>
<td>Monday, May 23, 2016  – Friday, May 27, 2016</td>
<td>In-Country Instruction</td>
</tr>
<tr>
<td>Saturday, May 28, 2016</td>
<td>Depart from Amsterdam</td>
</tr>
</tbody>
</table>

*Dates are subject to change

### Registration Timeline

Selection is prioritized by class year (3rd year students first) and randomized within the class year. Registration is separate from the summer elective bidding process.

---

This course is not open to 1st year students.

Registration & Waitlist Notes:
Registration will be from February 29, 2016 – March 2, 2016. Once the sign-up period closes, a waitlist is generated from students who sign-up in OLR. Students selected from the waitlist are given until March 18, 2016 to confirm or 72 hours from notification.

Visit the DT Website for the most up-to-date information.

**General Inquiries**
Rachel York, Associate Director EW MBA
rsyork@haas.berkeley.edu

**Academic & Instructional Inquiries**
Kristi Raube, IBD Faculty Coordinator
raube@haas.berkeley.edu