

# Design Sprint for Corporate Innovation (DS) Spring 2021

EW MBA290T: Design Sprint for Corporate Innovation (2 units)

Instructor: [Rajiv Ball](#), [Sam Ha](#)

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. Before departure, the students will research the topic and while at THNK, they will connect several times with the client.

Instructional Dates*		
	Travel Plan	Remote Plan
Sunday, February 21, 2021	Class Session, 9AM – 12PM	Class Session, 9AM – 5PM
Sunday, March 22, 2020	Arrive in Amsterdam, Netherlands	Class Session, 9AM – 5PM
Monday, March 22 – Friday, March 26, 2021	Full day in-country instruction	
Saturday, March 27, 2021	Depart from Amsterdam, Netherlands	
Thursday, April 22, 2021		Client Presentations and Course Debrief, 7AM – 10Am

*\*Dates are subject to change. Attendance at ALL sessions is mandatory. Failure to attend could result in a failing grade.*

<a href="#">Registration Timeline</a>		
Monday, October 26, 2020	12:00 PM	Bidding Round 1 opens in <a href="#">OLR</a>
Friday, October 30, 2020	12:00 noon	Bidding Round 1 closes
Friday, October 30, 2020	4:00 PM	Bidding Round 2 opens in <a href="#">OLR</a>
Wednesday, November 4, 2020	12:00 noon	Bidding Round 2 closes. Students will be notified of enrollment



## Academic & Instructional Inquiries

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## General Inquiries

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