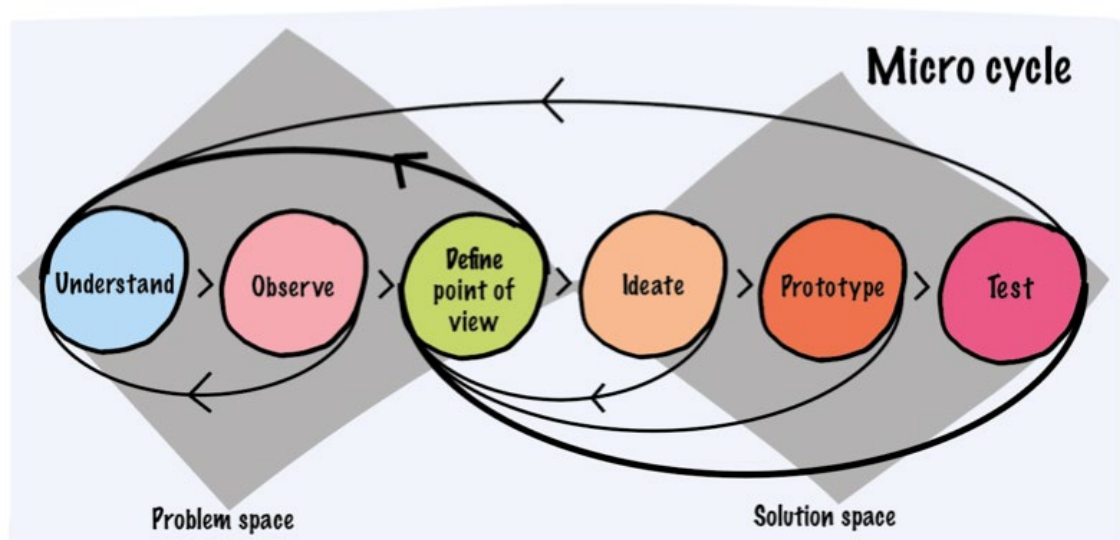


Fact Sheet

Seminar: Digital transformation in market-leading companies – Gaining insights and creating solution blueprints with the methodology of Design Thinking

1. Methodology of Design Thinking



Design thinking is an approach to creative problem solving and innovation that is applied to a broad range of business and technical challenges. It is an iterative process that focuses on users and their needs, challenges known assumptions and redefines problems in order to design new products, services, experiences and business models.

This Blended Intensive Programme (BIP), supported by the Erasmus Programme, is dedicated to applying design thinking methodology to digital transformation projects in market-leading companies in Germany. Selected companies from the “hidden champions’ valley” Heilbronn – Nuremberg provide a company-relevant challenge to a group of 5-7 students. With the help of design thinking process, students have to provide a feasible solution to the challenge.

The participants experience experiential and active learning in small groups, supported by academic professionals of University of Applied Sciences Upper Austria and Heilbronn University of Applied Sciences (Germany) and, further, instructional practitioners of the companies. The participants individually prepare a seminar paper in advance as part of the assessment.

2. Structure:

Virtual section and on-site section

3. Date for virtual section:

August 2022

4. Date for on-site section:

Sunday, 25 September 2022, to Friday, 30 September 2022

5. Location:

Campus Künzelsau of Heilbronn University of Applied Sciences

6. Teaching language:

English

7. Learning process:

Preparation of a scientific seminar paper (in accordance to the consulting projects), theory based experiential and active learning by solving the project task in small groups with academic support

8. Levels:

Two levels are achievable depending on the seminar work to be prepared by an attendee in advance

- a) Level 7 in the European Qualifications Framework (EQF) (master students): the seminar work demands synthesizing new understandings or interpretations in a selected field of digital transformation
- b) Level 6 in the European Qualifications Framework (EQF) (bachelor students): the seminar work demands reviewing, communicating, and critical questioning of selected methods in field of digital transformation

9. Workload:

3 ECTS-Credit Points

10. Proof of Performance:

- a) Preparation of a seminar work before the project week (scope and content according to the chosen EQF-Level) (30%)
- b) Participation during group work when solving the project task (30%)
- c) Evaluation of the project results (documentation and presentation) in solving the project task (Friday, 30 September 2022) by scholarly academics of University of Applied Sciences Upper Austria (Austria) and of Heilbronn University of Applied Sciences (Germany) (40%)

11. Conceptional and academic design:

- a) University of Applied Sciences Upper Austria, Austria
- b) Heilbronn University of Applied Sciences, Germany

12. Participating contributors – primary tasks:

- a) Selecting engaged students from the fields of industrial engineering and management, business administration, innovation management, or applied informatics (5-7 persons)
- b) Supporting the students on site by sending a lecturer (mandatory)
- c) The lecturer will be trained in advance via online course in University of Applied Sciences Upper Austria.

13. Expert input expected from lecturers of sending institutions:

Moderating and improving the group problem solving process when applying the methodology of Design Thinking

14. Financing:

The seminar will be funded via the ERASMUS+ Blendend Intensive Programme (BIP), 2021 or 2022 Call. For details on BIP please see the attached PDF „Higher Education Mobility Handbook“, especially p. 7- 15. In case of further questions, do not hesitate to contact Mrs. Jutta Krieger (see below)!

15. Accommodations:

Hotel Smartino in Schwäbisch Hall, <https://www.hotel-smartino.de/>.

- a) Students: double rooms with separate beds at 46.00 EUR/person/night incl. breakfast.
- b) Lecturers: single rooms at 76.00 EUR/night incl. breakfast

Schwäbisch Hall is a beautiful historic city with 40,000 inhabitants. Distance from Stuttgart airport to the hotel is 110 km. Next train station is Schwäbisch Hall-Hesental at 2 km from the hotel.

16. Preliminary programm:

August 2022 (one day as virtual section)

- Basic introductory in the methodology of Design Thinking
- Assignment of a scientific seminar paper (in accordance to the consulting projects and the selected EQF-level)

Sunday, 25 September 2022

- Individual arrival to accommodation in Schwäbisch Hall

Monday, 26 September 2022

Transfer to Campus Künzelsau

- Introduction to the week, team building
- Introduction to the company challenges
- Groups work on projects provided by regional market-leading companies
- Leisure program and dinner

Tuesday, 27 September 2022

Transfer to Campus Künzelsau/companies premises

- Groups work on projects provided by regional market-leading companies
- Evening at leisure

Wednesday, 28 September 2022

- Transfer to Campus Künzelsau/companies premises
- Groups work on projects provided by regional market-leading companies
- Leisure program and dinner

Thursday, 29 September 2022

- Transfer to Campus Künzelsau/companies premises
- Groups work on projects provided by regional market-leading companies
- Evening at leisure

Friday, 30 September 2022

- Transfer to Campus Künzelsau
- Final presentations with grading of group work
- End at approx. 13:00 hrs
- Transfer to hotel and individual departure

17. Application deadline for sending institutions:

15 April 2022

18. Contact:

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