**UNIC Generations’ Lab course description**

1. **Course description**:

The course is based on the design thinking methodology that provides a solution-based approach to solving problems. During the course participants will be solving real-life challenges in groups consisting of participants from in and outside the university, representing different generations and cultural backgrounds. The challenges are provided by companies and organizations from Oulu and UNIC partner countries. Besides the design thinking methodology, the theoretical frameworks of the course consist of art- and futures thinking techniques. At the end of the course students will have the opportunity to present their solutions at the Future Fest Event and attend the UNIC CityLabs Festival.

1. **Course goals:**

* Develop their creative thinking
* Develop their collaboration skills with people representing different generations, cultures, and fields of science
* Develop entrepreneurial leadership
* Increase their understanding of design thinking, art thinking and futures thinking
* Manage uncertainty and ambiguity
* Learn how to use diversity and improbable encounters to develop business
* Create practical solutions to real-life challenges

1. **Timetable**

UNIC Generations’ Lab is a Blended Intensive Program (BIP) and it consists of a virtual and physical phase.

During the virtual phase (Seminars 1-5) students are introduced to the case they will be working on and to their teams. The virtual seminars are based on the design thinking methodology and each seminar introduces one stage of the methodology. After Seminar 5 the course will continue with the physical phase at the University of Oulu. Besides the seminar students are expected to have weekly group meetings and do independent work. The structure of the course is the following:

|  |  |
| --- | --- |
| **Date & Time** | **Content** |
| **Virtual phase** | |
| **3.05.2022, 15:00-17:00 CET** | **Seminar 1: Getting to know the case and teams**  Before Seminar 1, students need to watch the pre-recorded videos regarding the content and assignments of this course and complete the pre-assignments. During Seminar 1, students will be introduced to their team, the case that they will be working on throughout the course, and what will happen in each seminar. Detailed information about the case will be provided during this seminar and students will have time in their groups to get familiar with the case and ask questions. |
| **10.05.2022, 15:00-17:00 CET** | **Seminar 2: Design thinking through Self Hack**  Before Seminar 2, students need to complete the pre-assignments where they are introduced to the design thinking methodology. During Seminar 2, students will be mostly working in their teams, getting to know each other, and getting to know the main principles of design thinking through the Self-Hack-life design workshop. |
| **17.05.2022, 15:00-17:00 CET** | **Seminar 3. Designing and Conducting Interviews**  During Seminar 3, students are introduced to the first phase of the design thinking methodology, Emphasize, and will learn how to design and prepare interviews. During that week each team will have the opportunity to conduct different interviews with the case representatives, customers, and experts in the field to gather information about their case. As a pre-assignment, students need to research cases like the one they are trying to solve and prepare a report. |
| **24.05.2022, 15:00-17:00 CET** | **Seminar 4: Defining the problem through future thinking techniques**  In this seminar students are introduced to the second phase of the design thinking methodology, Define, in which students will be using the interview findings to define and narrow down their problem. Also, they will be introduced to futures thinking techniques and learn how to use them when defining a problem. As a pre-assignment, students need to return the interview notes they conducted the previous week. |
| **31.05.2022, 15:00-17:00 CET** | **Seminar 5: Ideation through art thinking techniques**  After defining and narrowing down their problem, students will move on the third phase, Ideation, where they will learn how to come with potentials solutions to their case. During this seminar, students are also introduced to art thinking techniques with the aim of understanding solutions from different angles. |
| **Physical phase at the University of Oulu** | |
| **9.06.2022, 11:00-15:00 CET** | **Seminar 6: Prototyping, Testing, Feedback** |
| **10.06.2022, 11:00-15:00 CET** | **Seminar 7: Prototyping, Testing, Feedback**  In Seminar 6 and 7, students will be working on the fourth phase, Prototyping. In this phase students will be developing their ideas by making atangible or intangible model of the proposed solutions. This phase is for students to realize if their ideas are realistic and can be further conceptualized into a final solution. During the two seminars students will be receiving feedback on their solutions from different mentors. |
| **13.06.2022, 11:00-15:00 CET** | **Seminar 8: Communication and presentation** |
| **14.06.2022, 11:00-14:00 CET** | **Seminar 9: Finalizing presentations**  In Seminar 8 and 9, students work in their teams to finalize their solutions, prepare their presentations for the Future Fest Event, and receive a final feedback on their presentations. Also, during seminar 8 students are introduced to their final assignment, which is a reflection essay of the course. |
| **15.06.2022, time will be confirmed later** | **Seminar 10: Future Fest Event**  The Future Fest Event represents the final seminar where students present their case and the proposed solutions to the audience formed by mentors, case representatives, professors. and UNIC staff. This seminar will take place during the UNIC Conference. |
| **16.06.2022** | **UNIC CityLabs Festival**  As part of this course, students have the opportunity to attend the UNIC CityLabs Festival. During the Festival, students can choose to attend different workshops and activities. More information about the Festival activities will be published in March. |

**Recommended reading list for the course:**

**Design thinking**

Knapp, J., Zeratsky, J., & Kowitz, B. (2016). *Sprint: How to solve big problems and test new ideas in just five days*. Simon and Schuster.

Kelley, T. & Kelley, D. (2013). *Creative Confidence — Unleashing the Creative Potential Within Us All*. Crown Publishing Group.

**Art thinking**

Robbins, P. (2018). From design thinking to art thinking with an open innovation perspective—A case study of how art thinking rescued a cultural institution in Dublin. *Journal of Open Innovation: Technology, Market, and Complexity*, *4*(4), 57. <https://www.mdpi.com/2199-8531/4/4/57/htm>

**Future thinking**

Inayatullah, S. (2008). Six pillars: futures thinking for transforming. *foresight*. <https://www.emerald.com/insight/content/doi/10.1108/14636680810855991/full/pdf>

Banister, D., & Hickman, R. (2013). Transport futures: Thinking the unthinkable. *Transport Policy*, *29*, 283-293. <https://www.researchgate.net/publication/271561065_Transport_futures_Thinking_the_unthinkable>

Kelly, R., Sirr, L., & Ratcliffe, J. (2004). Futures thinking to achieve sustainable development at the local level in Ireland. *Foresight*. <https://www.emerald.com/insight/content/doi/10.1108/14636680410537547/full/html>

Sitra's <https://www.sitra.fi/en/> articles, such as <https://www.sitra.fi/en/articles/what-is-a-weak-signal/> or <https://www.sitra.fi/en/publications/megatrend-cards-2020/>

**Problem-solving technique**

De Bono, E. (2017). *Six thinking hats*. Penguin UK. <http://www.kolegjifama.eu/materialet/Biblioteka%20Elektronike/6%20Thinking%20Hats.pdf>

1. **Theme of the course**: During the course students will be working in teams to solve real-life cases. Each case will correspond to a certain theme. The themes are: Green Cities Sustainability, Digital transition, Urban resilience & transformation, Health & wellbeing, Culture, Diversity & Inclusion.
2. **Mode of delivery:**

* Flipped classroom method: students need to watch the pre-recorded videos, read the materials, and complete the pre-assignments. The platform used in this course is Moodle.
* Virtual Seminars via Zoom.
* Face-to-face classes at the University of Oulu Campus and Fab Lab Oulu.
* Virtual and face to face group meetings
* Face-to-face participation in UNIC CityLabs Festival, opportunity to network with the different city stakeholders

1. **Period**: 3.05. - 16.06.2022

Virtual phase: 3.05-31.05.2022

Physical phase: 9.06 - 16.06.2022

1. **Study field (students):** Open to students from all study fields
2. **Level of studies (students):** Bachelor, Master, PhD
3. **ECTS:** 5

UNIC Generations’ Lab course is part of the Entrepreneurship minor at Oulu Business School, University of Oulu. The official name of the course is 724816P Building Business Through Creativity and Collaboration.

Workload:

* Seminars 35h (Virtual 10 h, Face to face 25 h)
* Group work 35h
* Independent work (Pre-recorded videos, pre-assignments, reading materials, UNIC CityLabs Festival) 65h
* Total number of hours: 135 h

1. **Assessment methods:**

In order to pass this course, the following assessment criteria will be used:

* Compulsory participation in the virtual and physical seminars
* Compulsory groupwork participation
* Watch the pre-recorder materials and do the pre-assignments for nine seminars
* Final assignment: Presentation during Future Fest Event & final essay

**Grading:**

**Pass or Fail, however** if a student requires a grade, we will be using the following criteria:

Grade 1 The assignments lack focus and depth. Participating in the meetings lacks activity and the pre-assignments are not returned in time. The teamwork lacks proactivity.

Grade 2 The assignments are slightly off-topic and lack some depth and reflecting the reference materials. Participating in the meetings lacks some activity and there are some issues with the pre-assignments. The teamwork could be a bit more proactive.

Grade 3 The assignments fill the criteria and include some reflection of the reference materials. Participating in the meetings is active and the pre-assignments are returned in time. Teamwork is proactive.

Grade 4 The assignments include some critical thinking and careful analysis of topics and using the reference materials in a meaningful way. The student is also able to assess their learning. Participating in the meetings and the teamwork is proactive. All the stages of the solution development and the presentation at Future Fest are carried out carefully.

Grade 5 The assignments include critical thinking and analyzing topics from multiple points of view. The student analyses the reference materials deeply. The student also seeks actively additional references and uses them in a meaningful way. The student can assess their learning from multiple points of view. Participating in the meetings and the teamwork is very proactive. All the stages of the solution development and the presentation at Future Fest are carried out excellently. The student shows a bold approach in creating the solution and is ready to go out of their comfort zone and test their limits in creative exercises.

1. **Teaching language:** English
2. **Student registration deadline:**10.04.2022