

VSB 3900: Innovation & Design Practicum

"Design" is a systematic, human-centered approach to problem-solving used by decision-makers of the world's most innovative organizations (e.g., Google, Apple). by understanding what people want and need in their lives, designers iteratively test potential solutions to problems. Includes a theoretical component and a real-world project. Honors or permission of instructor.

Credits: 3.0

Program: Villanova School of Business