PEOPLE TO PRODUCTS

COURSE OVERVIEW

This course is the first in a two-course sequence on Design and Entrepreneurship required for the B.S. in Engineering Leadership. However, it's much more than that! It is intended to give you an opportunity to experience the human-centered design process from start to finish two times in a single semester. You will go from interacting with people to developing a product that could provide them with a better future.

This course is not for the faint-hearted. It will take stepping outside your comfort zone, learning to interact with people, resolving conflicts on your team, and developing a functional prototype. Your professor and TA will be there as your advisors and mentors, but you and your users will be your guide. It will be hugely rewarding and very fun, but will take a lot of work. Let’s get started!

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

-Tim Brown, President and CEO of IDEO

COURSE ACTIVITES

This semester, you will be on two different design teams, each focused on a different target people group. As such, you will be unleashing your creativity on the following major activities during each of three design experiences. In general, each design experience will go through the phases of the engineering design process.

You will:

- Learn a variety of key tools and techniques for each phase
- Identify and apply relevant tools to your given projects.
- Iteratively implement these techniques while engaging with users.
- Deliver your final result.
- Deepen your ability to function as a leader and member of a high performing team using Scrum methodologies.
PEOPLE TO PRODUCTS

KEY GOALS AND OUTCOMES

- Design & Creativity
- Real World Context
- Entrepreneurial Mindset
- Business Acumen
- Self-Directed Learning
- Systems Thinking
- Hands-on Prototyping
- Leadership Development

REQUIRED MATERIALS*

*Dare To Lead - Brave Work, Tough Conversations, Whole Hearts
Brené Brown

*The Field Guide To Human Centered Design
IDEO.org, 2015
Get a FREE *.pdf version of the text at www.designkit.org/resources/1

*Other required materials will be provided through Blackboard

LEGALESE

Academic Dishonesty:
Students are encouraged to collaborate throughout the semester but all graded materials must represent the student's individual work. (When in doubt, ask!) Academic dishonesty is the attempt to present the work of somebody else as his or her own work or attempting to pass any assignment by improper means. It is a serious offense and will not be accepted. Any misconduct will be handled according to the current university policy and reported in accordance with university regulations. For more info visit the Dean of Students or http://studentaffairs.utep.edu

Special Accommodations:
We are committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. We encourage you to reach out to us as early as possible to discuss any adjustments you think may be necessary in this course. If you would like to re-quest special accommodation due to a disability or illness, please contact The Center for Accommodations and Support Services via their website http://sa.utep.edu/cass/.

COURSE PHASES

Each experiment will challenge you to work through the entire design process. This includes the explore, ideate, and design phases.

GRADING OVERVIEW

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<thead>
<tr>
<th>Grade Scale</th>
<th>A =&gt; 90%</th>
<th>B =&gt; 80%</th>
<th>C =&gt; 70%</th>
<th>D &gt;= 60%</th>
<th>F &lt; 60%</th>
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<td>Experiment 1, Demos and Retrospective</td>
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<td>Business Acumen and Leadership</td>
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<td>Individual Retrospectives and Assignments</td>
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