

Syllabus

Course description

Course title	Project Development and Sustainability M2 Strategies for Sustainable Solutions: Design Thinking in Public Services
Course code	27609B
Scientific sector	SECS-P/08 - ECON-07/A
Degree	Master in Public Policy and Innovative Governance (LM-63)
Semester and academic year	a.y. 2025/2026
Year	2
Credits	6
Modular	Yes

Total lecturing hours	36
Total lab hours	
Total exercise hours	
Attendance	Attendance is recommended but not mandatory.
Prerequisites	None required.
Course page	https://www.unibz.it/en/faculties/economics-management/master-public-policy-innovative-governance/

Specific educational objectives	<p>The course refers to the complementary educational activities and belongs to the scientific area of Business Administration (SECS-P/08 - ECON-07/A).</p> <p>The course is designed for acquiring professional skills and knowledge.</p> <p>This course on design thinking in public administration teaches participants to innovate and implement effective policies. It covers the fundamentals of design thinking, empathy for user needs, ideation and prototyping skills, and testing solutions in real-world contexts. Participants will also learn about sustainability considerations and study case studies of design thinking in government. The goal is to equip learners with the skills to tackle public sector challenges using a comprehensive and empathetic approach.</p> <p>These objectives align with the goal of preparing students to be competent project managers and innovative thinkers in the public sector, capable of leading initiatives that contribute positively to society and the environment.</p>
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Module	M2
Lecturer	Giacomo Buzzao
Scientific sector of the lecturer	TBA
Teaching language	TBA
Office hours	18 hours MySNS – My timetable Webpage: https://www.unibz.it/en/timetable/?sourceId=unibz&department=26&degree=14100
Lecturing assistant	
Teaching assistant	
Office hours	
List of topics covered	<ol style="list-style-type: none"> 1. Introduction to Design Thinking 2. Empathy: Understanding User Needs in Public Services 3. Ideation: Generating Innovative Policy Solutions 4. Prototyping: Developing Tangible Policy Models 5. Testing: Assessing Solutions in Real-World Public Sector Contexts 6. Implementing Design Thinking in Public Administration 7. Sustainability in Design: Environmental and Social Considerations 8. Case Studies: Design Thinking Applications in Government
Teaching format	Frontal lectures, labs, projects.

Learning outcomes	<p>Knowledge and Understanding</p> <ul style="list-style-type: none"> • Students will comprehend the fundamental principles of design thinking and its five stages as applied to public service challenges. • They will acquire knowledge of project management tools and techniques specifically tailored for public sector projects with a sustainable focus. • Understanding of user-centric service design will be developed, with an emphasis on empathizing with citizens' needs for effective public service creation. <p>Applying Knowledge and Understanding</p> <ul style="list-style-type: none"> • Students will apply design thinking methodologies to create solutions for public sector challenges, employing project management tools to ensure sustainable outcomes. • They will utilize their knowledge of user needs to design public services that are both responsive and
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	<p>effective, integrating sustainability principles throughout the design process.</p> <p>Making Judgments</p> <ul style="list-style-type: none"> Students will make informed decisions and judgments in the development of innovative solutions to complex policy issues and service delivery problems, considering environmental, economic, and social sustainability. They will be able to critically analyze case studies and real-world applications of design thinking in the public sector to inform their own project management and design strategies. <p>Communication Skills</p> <ul style="list-style-type: none"> Students will effectively communicate the processes and outcomes of design thinking projects, clearly articulating complex concepts and solutions to a variety of stakeholders. They will demonstrate the ability to present their ideas and work collaboratively, using appropriate language and communication techniques suitable for interdisciplinary and intersectoral teamwork. <p>Learning Skills</p> <ul style="list-style-type: none"> Students will develop the capacity for self-directed learning, enhancing their ability to independently research and apply design thinking and project management concepts. They will foster continuous learning and improvement in professional skills, particularly in leadership and strategic thinking, for the conception and implementation of innovative public service projects.
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Assessment	<p>For attending and non-attending students</p> <p>Group Design Sustainability Project (50%)</p> <p>Final Exam assessing comprehensive understanding of the course contents (50%)</p>
Assessment language	English, B1 English is required to sit the exam.
Evaluation criteria and criteria for awarding marks	Project Report: Creativity and innovation in the project concept and design. Application of design thinking principles and sustainability concepts. Effectiveness of the solution in addressing a real-world public service

	<p>challenge. Quality of the final report, including clarity, organization, and use of evidence.</p> <p>Exam: Comprehensive understanding of course content, including design thinking, sustainability in public services, and project management; Ability to critically analyze and apply concepts to hypothetical scenarios or case studies; Clarity, logic, and coherence in responses. Correct use of technical language and integration of course material.</p>
Required readings	A list of required readings will be made available online.
Supplementary readings	Supplementary readings may be distributed and recommended to the students.