



No other program delivers like USF Muma College of Business. You're broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and design thinking cultures. Learn more details about the online Design Thinking Certificate Program at USF Muma College of Business, including takeaways and learning objectives, at [dt.usf.edu](https://dt.usf.edu).

Learn a practical definition of design thinking and its many procedures used to solve business, technology and social problems for humans across industries and needs.

- Define design thinking as an effective approach to creative problem-solving.

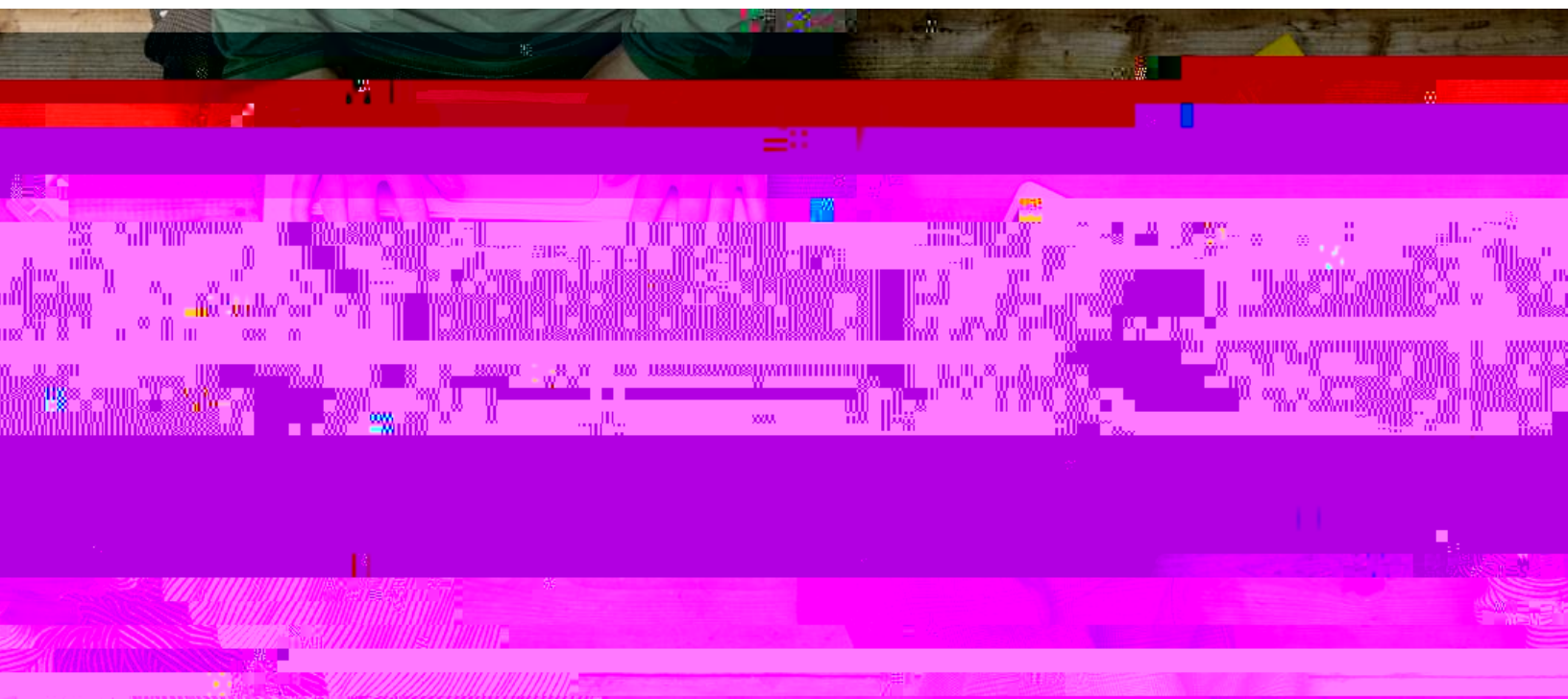
- Understand how human-centered design and methodology influence design thinking.

- Review of practices and case studies of design thinking in the real world.

Use case studies to understand and apply empathy in business environments and discover the value of empathy-based research and elicitation.

- Identify effective approaches and tools for research.

- Design conversations and interviews that honor stakeholders.



Leverage previous module knowledge of ideation and prototype design to help design thinkers properly test and validate ideas and prototypes.

- Identify methods for researching and validating outcomes.

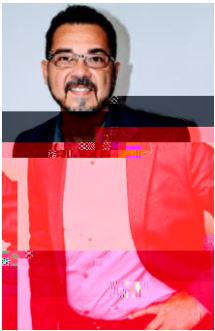
- Evaluate recommendations for stakeholder collaboration and participation.

- Develop considerations for design validation.

Create a plan for implementing design thinking principles and tools at their organization and for aligning with the



The USF Muma College of Business leadership team sets us apart. Our distinguished faculty and leadership is comprised of industry leaders, professionals and educational experts. View the complete bios of our Faculty and Leadership Board, at [dt.usf.edu](http://dt.usf.edu).



The author of 'Serious Relationships' and 'Speaking Frankly About Customer Relationship Management', JC focused on business relationship success. He is a fervent believer in the importance of winning and keeping customers, employees, and business partners through similar relationship-building strategies.



Lisa is an experienced designer and communication strategist with a career that spans over 30 years and includes more than 1,000 consulting engagements. Her firm uses design thinking to engage end-users in crafting compelling experiences. She coaches design thinking workshops that assist nonprofit and civic organizations with specific design challenges.



Carol is the author of 'Happy RAVING Customers!' and is a leading CX expert. She has a wealth



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