

A hand holding a black pen points to a color calibration chart on a desk. The chart features a grid of color swatches. In the background, there are other design materials, including a circular color wheel and a bar chart. The scene is dimly lit, with a dark blue overlay.

Design Thinking and Innovation

Ursula El Hage, Innovation and design thinking instructor

Origin of the course

- The request of many employer to train students:
 - To work on unstructured and complex problems
 - To think more creatively about various solutions
 - To break their technical ways of thinking.

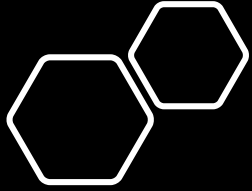
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Design Thinking

Intensive, Collaborative problem solving

Design Thinking is a method for innovation, a human-centered framework, that guides innovators through deeply understanding problems, to collaboratively and iteratively developing ideal solutions.

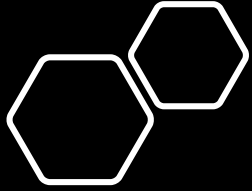


Challenge 1

- How might we design assessment methods that would measure creative problem-solving skills acquired in the innovation course?

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Challenge 2:

- While not every project results in groundbreaking innovation, how can we assess the problem-solving and creative thinking skills students demonstrate through their real-world experiences?

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Challenge 3:

- Focusing beyond the final product, what methods can we use to assess the collaboration skills students acquire through their involvement in real-world challenges?

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1st partner: Berytech ecosystem



2nd partner: Resource Group

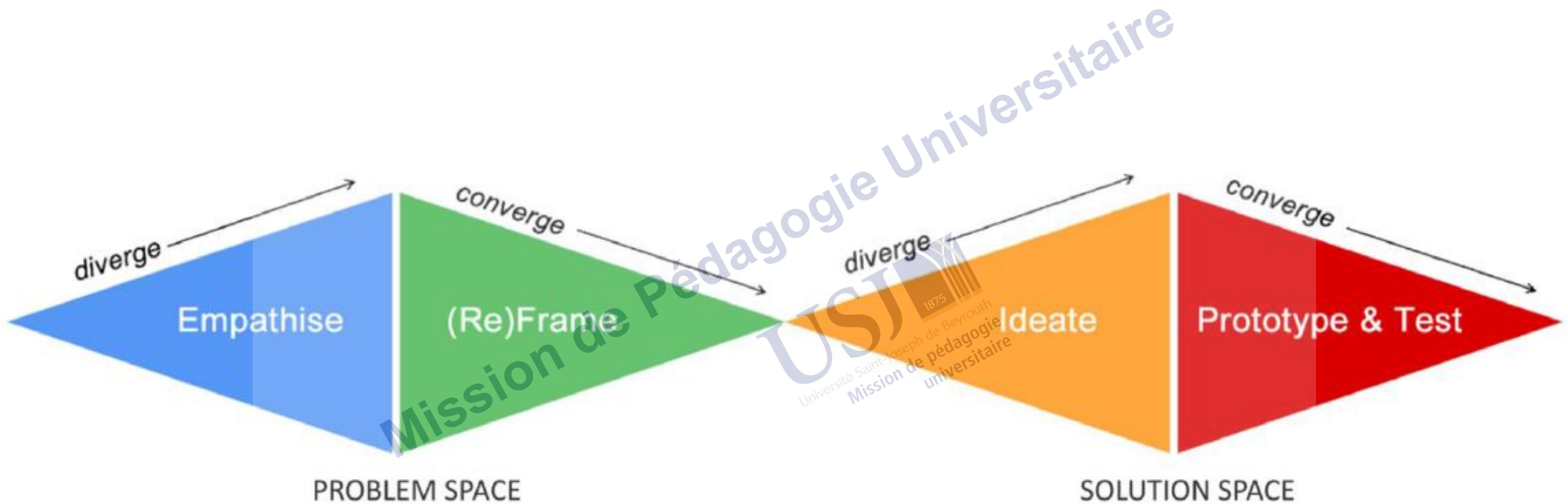


No partner approach

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Course process



Rubrics

Category	Level 1	Level 2	Level 3	Level 4	Tested in	% of grade
Research and reflection						
Research Skills	Identifies the needed information	Uses a variety of sources for research	Execute primary and secondary research	Designs an appropriate research plan for a design challenge and recognize when they need to circle back	Context map, stakeholders map and user profile	10%
Reflection	Reflects on what went well and what didn't during the design process	Applies process learnings from previous design challenges	Gives constructive process feedback to other teams	Develops a well-thought-out process on a given challenge based on learnings from previous challenges	Experience summary	20%
Communication and collaboration						
Work Together On Teams	Works on a team and respect the ideas of all teammates	Works on a team, respects and encourages the work of others	Works on a team support and assumes multiple roles within the team including leadership positions	Leads and mentors their team and is able to fill multiple roles within the team	Team planning	10%
Communicate and connect with People that can Provide Resources	Articulates the process used by the team	Identifies stakeholders and reach out during the project	Communicates project stakeholders and convince them to participate	Communicates ideas to the client such that they will act as advocates for the teams ideas	Interview report Final presentation	30%
Experimentation						
Trying Multiple Approaches	Tries more than one approach	Uses multiple approaches during design process	Uses multiple strategies informed by at least two perspectives	Incorporates multiple strategies informed by previous attempts and different perspectives	Creative matrix Prototype	30%

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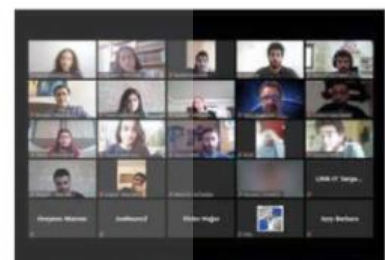
Prof Wafa ElGarah (Moderator)
Professor of Management Information Systems
Al Khawaym University in Jfrane

>>> REGISTER NOW

Ursula El Hage
Ursula is director of the Career and Placement Office and Entrepreneurship C...
8mo •

Thank you **ESIB USJ** for sharing our story!
Now more than ever, we believe that nothing is as urgent and essential as reinforcing students' leadership, innovation, and entrepreneurial skills so they are enabled to solve some of the challenges facing our society.

Read the full Excellence issue: <https://lnkd.in/dF-fsqC>
Saint Joseph University of Beirut, Berytech
#Collaboratingwiththeyouth #CWY #innovation #entrepreneurshipeducation #leadershipbooks



plusieurs étudiants au sein de Berytech qui ont leur entreprise et nous pensons que les idées de nos partenaires sont (USJ) la solution du groupe à cela est de former les "Berytech Ambassadeurs" - des étudiants et professeurs à l'USJ qui accompagneront les étudiants et les professeurs à leur tour les activités liées aux Berytech. Par cette initiative, le groupe veut atténuer le problème que la plupart des étudiants ne sont pas conscients que le domaine de l'entrepreneuriat. C'est pourquoi, l'ambassadeur de la collaboration avec Berytech permettra aux étudiants de bénéficier de l'accompagnement et des conseils d'experts.

En 3^e partie est écrit par « Berytech/USJ ». L'ambassadeur est un étudiant qui accompagne les professeurs et les étudiants qui ont des idées. L'ambassadeur développe leurs idées et les accompagne, leur aide à les appliquer. Le Berytech est prêt à offrir un soutien financier avec la première fois, sans le faire. Un plan de travail est à l'initiative des étudiants, les professeurs de l'USJ, le Berytech, etc. et nous espérons les années de



Raphael Sassine • 1st

Senior Computer & Communications Engineer Student

1yr • 🔒

Innovation and Design Thinking is one of the best courses I've taken so far in engineering school!

The project that Mrs. **Ursula El Hage** conducted was truly an ideal way to assimilate the entire course material.

Our duty was to find a way to help **Berytech** have a bigger number of graduate entrepreneurs.

To resolve this sobering issue, **Ghida Diab Maalouf**, **Maria Héléna Moukheiber**, **Galicia Fadel**, **Lea-Theresa Ibrahim**, **Georges Madi**, **Peter Harfouche**, **Joe Khalil** and I teamed up together to go deeply through the 3 main phases : observation, ideation and prototyping.

We interviewed inspiring people, analyzed a survey that we put out, and subdivided into teams of 2 for ideation; the fact that enabled us to assemble our crazy mini ideas into a final brilliant one.

Overall, time management was at its peak. We started later than other teams due to a company and topic change. Moreover, COVID-19 happened... But you say problem, we say solution. 😊

Briefly, our spontaneous teamwork brought a lot for the success of this project as we proved to be a real solid team. 🤝

Also, big thanks to Mrs. **Ursula El Hage** and Mrs. **Carla Saba** for this big opportunity, and for helping us all along the project.

You can find details of our work here: <https://lnkd.in/d3GhSFp>



Valérie Hayek • 1st

Technical Consultant at Javista | Computer and Communication Engineer Pre-Gr...

1yr • 🔒

"There's always a way to do it better, so find it" - Thomas A. Edison
I took an Innovation and Design Thinking Course at ESIB-USJ and had a project on how to innovate and redesign the process of getting government-related papers and records, from which my teammates and I benefit a lot with the help of **Sword Group**

You can find details of our work in this link: <https://lnkd.in/gRPqmQY>

This project was really interesting, letting us think outside the box and see things from different perspectives!

Thanks to Mrs. **Ursula El Hage**, Mr. **Bechara G. Maalouf- MSCE, ITIL®** for supporting us all along the project and my teammates for an amazing and successful Team Work.

Never Stop Thinking, Improving And Innovating To Make The World A Better Place!

#nolimits #innovating #outsidethebox

