NEW ENTREPRENEURSHIP SEMINAR SERIES

Seminar 2

Date: October 12, 2019 (Sat)
Time: 9 am – 3 pm
Venue: Clear Water Bay Campus

Topic

Design Thinking

About The Talk

Design Thinking is a well-recognized approach to solve problems which puts end-users at the center of the process. The goal is to develop useful products and solutions which fit the needs of the user, and it is specifically directed at using design principles to understand and identify with the needs and challenges of the people/experience.

Speaker

Nick OOI is the lead of Lingnan Entrepreneurship Initiative (LEI). He will invite his team to conduct the lecture and share their insights on design challenges.

The Design Thinking facilitating team from Lingnan Entrepreneurship Initiative (LEI) consists of 4 instructors, and they are Mr. Nicholas OOI, Dr. Aloysius AROKIARAJ, Dr. HU Tai Hua, and Dr. Jasper VAN HOLSTEIJN. The facilitators have gotten their qualification from the Teaching and Learning Studio from the Hasso Plattner Institute of Design (d.School) at Stanford University. The team has conducted more than 15 design challenges to different institutions such as the University of Hong Kong, Taiwan Fu Jen Catholic University, Taipei Medical School, Soka University, and more.

Registration

Registration Deadline: 7 Oct 2019

Link: To be announced