



ANNO ACCADEMICO 2026/2027

Titolo dell'attività:	Design Thinking Lab for Impact: Co-Creation and Innovation in International Enterprises (in English)
Tipo di attività:	The seminar is conceived as a lab that combines face-to-face talks and classes, working groups, and final presentations.
Docente referente:	Prof. Maryia Zaitsava, Prof. Elona Marku
Posta elettronica:	maryia.zaitsava@unica.it , elona.marku@unica.it
Numero di crediti:	2
SSD:	SECS-P/08 SECS-P/10
Altri contatti di riferimento:	• Cristiano Bellucci, Technology Vision Strategist (Fujitsu, Germany - Japan) • Cristina Sangiorgi, Senior Manager Learning Hub & Development (SKY, Italy); • Lee Omar, CEO (Red Ninja, UK).
Programma dell'attività:	Address: CREA Unica, via Ospedale 121, Cagliari. Dates and Times: • 07 October 2026: 14:00–18:00 • 08 October 2026: 14:00–18:00 • 09 October 2026: 09:00–13:00 Program details: This is a series of interactive seminars, led by instructors and international guest experts in Design Thinking. The series of seminars (held entirely in English) is designed for management students, aimed at equipping them with practical tools and methodologies to develop innovative solutions through Design Thinking. The seminar series offers not only a solid theoretical foundation but also an experiential approach, allowing students to immediately apply the knowledge they acquire. It draws on real-world practices from international enterprises, providing students with a global perspective on innovation and collaboration. <i>The previous edition of the Lab (2024-2025) provided students with a valuable opportunity to engage directly with leading international companies and to apply academic knowledge in a professional context. Students' work received external recognition, with Fujitsu featuring their contributions on its official channels and incorporating their insights into a company white paper. The seminar also generated concrete professional opportunities, including paid internships offered by Husqvarna and a project presentation hosted by Sky at its Cagliari head office.</i> Day 1: Fundamentals of Co-Creation in International Enterprises and Design Thinking • An introduction to the Design Thinking mindset and its relevance to innovation in the modern global world. The session will include case studies, co-creation methodologies, and tools used by global companies to foster collaboration among multidisciplinary teams within the Design Thinking framework.



	- A practical workshop on Design Sprint methodology, a streamlined five-step process designed to address critical business questions through innovative design, prototyping, and idea testing. Day 2: Ideas Challenge Lab: Practical Application of Design Thinking - Guest speakers will introduce their companies, providing insights into how co-creation and teamwork are embedded in the company's organizational culture and innovation. - Real-world corporate challenges will be presented by SKY, Fujitsu, and international guest speakers for students to work on. - Students will engage in a hands-on group project based on a corporate challenge presented by an international company, applying Design Thinking methods to develop innovative solutions. Part 3: Pitch Day (Sky head office in Cagliari) - Each group will present their proposed solution to industry leaders. A final discussion will allow peer feedback and exchange of experiences.
<i>Prerequisiti:</i>	None
<i>Obiettivi formativi:</i>	- Equip participants with a theoretical and practical understanding of Design Thinking principles and their real-world applications. - Offer experience in applying Design Thinking to real-world projects. - Expose students to innovation practices and collaborative challenges drawn from international business contexts, enhancing their global readiness and cross-cultural competencies Main topics: - Design thinking - Design sprints - International teams - Diverse teams
<i>Numero massimo di studenti:</i>	20
<i>Testi e letture consigliate:</i>	Materials and resources will be provided during the sessions.
<i>Modalità di verifica finale:</i>	- Final presentation of the groups on the created solutions (SKY head office, Cagliari). - Following the final pitch and the feedback received from the companies and instructors, each group will further develop and refine its proposed solution and prepare a final project report. The report will document the problem addressed, the Design Thinking process, the solution developed, the feedback received during the final presentation, and the revisions made accordingly. The documents will be sent to maryia.zaitsava@unica.it and elona.marku@unica.it by 30 October, 2026.



Modalità e termini di iscrizione:	The seminar will involve up to 20 students enrolled in master's and bachelor's programs at the University of Cagliari; international students are also welcome. The call will remain open from 10th September 2026 to 25th September 2026. Students can apply via the following form to be filled out online, including a set of questions about their background and a motivation letter (in English). Selected students will be informed no later than 28th September 2026.
-----------------------------------	---