



BUSINESS DESIGN AT ROTMAN

Business Design Basics

Business Design is a human-centred approach to innovation. It applies the principles and practices of design to help organizations create new value and new forms of competitive advantage. At its core, Business Design is the integration of customer empathy, experience design and business strategy.

Firms across a wide range of industries value the skills and practices of Business Design:


Procter & Gamble
SAP
GE
AirBnB

A creative approach to business is central to these world-class innovation and design firms:


IDEO
Ziba
SYPartners
MAYA Design

3 WAYS BUSINESS DESIGN ADDS TO YOUR LEADERSHIP TOOLKIT

UNDERSTANDING CUSTOMERS

Innovation begins with a deep understanding of unmet customer needs. Standard market research methodologies only scratch the surface. You'll learn new tools for engaging deeply with customers and understanding them in new and meaningful ways.

GENERATING AND TESTING IDEAS

In many organizations, innovations are developed in isolation, limiting the opportunity to engage different perspectives, get meaningful feedback or discover fresh solutions. You'll learn tools and techniques for collaboratively generating ideas, and for prototyping, testing and improving them.

CONNECTING TO STRATEGY

Even the best ideas will fail to flourish if they lack a grounding in a sound strategy – a clear sense of where to play, how to win, and which capabilities and systems are needed to move ahead. You'll connect your ideas to the model of strategy articulated by Roger Martin and A.G. Lafley in their book *Playing to Win: How Strategy Really Works*.

Careers

HOW DO I THINK ABOUT BUSINESS DESIGN CAREERS?

Business Design roles are not found through the usual career search channels: they have to be sought out or created. Here are some ways to think about your future career in the innovation space:



Roles where you do Business Design everyday

Design Thinker, Business Designer, Innovation Catalyst



Roles where Business Design is a natural fit

Consumer Insights Specialist, Entrepreneur, Product Manager, Marketing Manager



Traditional Roles where Business Design can make you better

Operations, Sales, Finance, Strategy

WHERE ARE SOME OF OUR BUSINESS DESIGN ALUMNI?

Companies may offer roles as a Business Design specialist, however, you are more likely to find roles that incorporate aspects of Business Design. Some examples of jobs our grads have gone on to include:

- Associate Brand Manager, Nike
- Innovation Catalyst, Fidelity Investments
- Senior Manager - Commercial Auto, TD Bank
- Innovation Project Manager, The Hospital for Sick Children
- Senior Consultant, Monitor Deloitte

WHICH COMPANIES HAVE RECRUITED AT ROTMAN?

Here are some of the organizations that have come to Rotman looking for candidates with Business Design know-how:

Fidelity Investments
Nike
AirBnB
Root Inc.

Steelcase
IDEO
Bridgeable
SYPartners

CHRISTINE WHEATLEY

MBA '13

Business Design Consultant,
Fidelity Investments



"Business Design keeps me focused on the people behind any problem I am tackling. I have sought to integrate its tools into all of my work as an MBA graduate."

Business Design At Rotman

"WE ARE ON THE CUSP OF A DESIGN REVOLUTION IN BUSINESS, AS A RESULT, TODAY'S BUSINESS PEOPLE DON'T NEED TO UNDERSTAND DESIGNERS BETTER, THEY NEED TO BECOME DESIGNERS."

- Roger Martin, former Dean of the Rotman School of Management

Rotman is one of the few places in the world where a designer's approach to innovation has been embedded into the business school experience.

Business Design programming is designed to complement the core MBA program, and includes courses, professional development workshops, case competitions, coaching and industry nights. These opportunities provide a hands-on experience of how the designer's toolkit can be applied to the toughest business challenges.

Resources

Rotman
designworks

Rotman DesignWorks is the central hub for Business Design at the school. The team provides students with education, skills training, professional coaching and industry connections.

www.RotmanDesignWorks.com



The **Business Design Club** is run by MBA students passionate about Business Design and innovation. The club provides members with career coaching, community events and a global case competition.

www.Rotman.BusinessDesignClub.com



STEF GEIGER

MBA '15

Consultant, Root Inc.

"Rotman's Business Design offerings showed me how to leverage my creative abilities to stand out as a business student so that I had the confidence to market myself as a design-focused MBA."



FOR CREDIT CLASSES

MAJORS

- Business Design Major

COURSES

- Design Practicum
- Strategic Foresight, Innovation & Business Design
- Deep Consumer Insights
- Design Tour
- Business Design Independent Study



CAREER PREPARATION

- Fireside Chats with Industry
- Portfolio Creation
- Industry Night
- In My Backyard Series (company field trips)
- Career Coaching



SKILLS DEVELOPMENT

- Sandbox Series (boot camp, workshops, sprints)
- Rotman Design Challenge (case competition)



COMMUNITY BUILDING

- Business Design Club
- Design Thinking Experts Speakers Series