

*UM-SJTU JI Presents Entrepreneurship Week from Sept 4-7 in Shanghai- details at <http://umji.sjtu.edu.cn/entrepreneurship/index.html>*

**Session: Design Thinking Workshop**

**Date: 7th Sept. (Day-4)**

**Duration: 120 Minutes (12:30-14:30)**

Design Thinking is a human-centered approach for problem-solving. It's been used in a wide range of fields for product and service innovation. Many F-500 companies such as Apple, Google, IBM, Samsung, P&G, Intel, etc., have been using Design Thinking as the mainstream methodology for their company's internal innovation. There is a word "design" in "Design Thinking", but it's not just for the designers; it's a set of methods, tools and thinking processes that every individual and organization that wants to solve problems and make subversive innovations need to master.

This session will be hosted by

**Prof. Ping Zhou**, Managing Director, Shanghai International Institute of Design and Innovation  
[China]