BUSINESS
INSPIRING INNOVATION

INNOEDGE

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2023 Q2

Certificate in Design Thinking for Banking and Finance

銀行及金融設計思維證書

Programme Code : BA424045M

Programme Information

- Duration: 30 hours (10 lessons)
- Medium of Instruction: This programme will be conducted in English, with English Teaching and Learning Packages supplemented with Chinese terminologies
- Assessment: No Examination (Only assignment and project)
- Attendance Requirement: 70%

Benefits / Special Features

- Learning materials are designed by DesignThinkers Academy (DTA), which is one of the leading Design Thinking training institutes in the world. DTA represents in 25 countries and has developed over 75,000 Design Thinkers for hundreds of top-notch companies.
- InnoEdge is a market leader in consulting on Design Thinking with a proven track record. DTA partners with InnoEdge to provide a world-class innovation model with localized practices in Hong Kong & Mainland China.
- Students will receive a Design Thinking Fundamentals Certificate from DesignThinkers Academy Hong Kong (DTA HK) after the completion of this programme.

Date of Commencement: 24 Apr 2023
Schedule: Every Monday & Wednesday
Time: 19:00 – 22:00
Venue: IVE(Haking Wong), 702 Lai Chi Kok Road, Kowloon

Programme Fee (With maximum of 80% reimbursement from CEF)
Normal Price: HK$ 12,000
Early Bird: HK $10,800 (Application before 23 Dec 2022)

Application Deadline: 10 Apr 2023
Application Details: business.vtc.edu.hk

Enquiry:
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資歷架構
Qualifications
Framework
資歷名冊登記號碼: 21/001147/L4
登記有效期: 01/09/2021 至 31/08/2026

本課程已加入持續進修基金可獲發還款
項課程名單內
課程編號: 33C136635

Programme Content

1. **Design Thinking Methodologies (6 hours)**
   - Principle and Practices of Human-Centered (or Customer-Centered) Innovations
   - Four-Stage Double Diamond Model and Three core values of Empathy, Co-Creation, and Iteration
   - Best Practices of Customer-Centered Innovations for Banking and Finance industries

2. **Master of Creative Thinking Tools (14 hours)**
   - Discover stage: Stakeholder Mapping, and Design Research
   - Define stage: Persona Development and Customer Journey Map
   - Develop stage: Purge, Idea Brainwriting, Flower of Thoughts and WOW Box
   - Deliver stage: Prototyping, Service Scenario Map and ACES Analysis Map

3. **Design Thinking Process and Good Practices for Banking and Finance (7 hours)**
   - Case studies of Design Thinking Practices in both local and non-local financial institutions

4. **Ethical Issues for Innovative Project (1.5 hours)**
   - Ethical Management of the innovative projects
   - Financial Risks vs Innovations

5. **Communication with Multidisciplinary Teams (1.5 hours)**
   - Co-creation with multidisciplinary teams and the partners of industrial ecosystem including banks, insurance companies and Monetary Authorities

Entry Requirements

- One year work experience; or currently employed in relevant industry; and
- Five HKDSE subjects at Level 2 or above, including English and Chinese Languages, or equivalent; or
- Five HKCEE subjects at Grade E/Level 2 or above, including English and Chinese Languages, or equivalent ; or
- Completion of a QF Level 3 programme that is deemed acceptable to the respective Programme Board; or
- Relevant RPL qualification(s) at QF Level 3 or above AND a pass in an entrance assessment, which can be either oral or written; or
- Other relevant verifiable prior learning and/or work experience that is/are deemed appropriate by the respective Programme Board AND a pass in an entrance assessment, which can be either oral or written.
- the minimum entrance requirements may apply through the mature applicant route.

Mature Applicants

Applicants who are aged 21 or above on 1 September of the year of application and do not meet the minimum entrance requirements may apply through the mature applicant route. Applicants choosing to apply through this route must demonstrate sufficient motivation, knowledge and potential to indicate a higher probability of being able to complete the programme successfully. Where appropriate, the applicant may be required to pass an entrance assessment, which can be in an oral and/or written form.