

# Certificate in Design Thinking for Aviation and Logistics Management

## 航空及物流管理設計思維證書

Programme Code : BA424046M

### 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: 25 Apr 2023**  
**Schedule: Every Tuesday & Thursday**  
**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: 11 Apr 2023  
Application Details: [business.vtc.edu.hk](http://business.vtc.edu.hk)

Enquiry:  
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資歷架構級別四  
資歷名冊登記號碼: 21/001148/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: 33C136643

### Programme Content

- 1. Design Thinking Methodologies (6 hours)**
  - Principle and Practices of Human-Centered (or Passenger-Centered) Innovations
  - Four-Stage Double Diamond Model and Three core values of Empathy, Co-Creation, and Iteration
  - Best Practices of Passenger-Centered Innovations for Aviation and Logistics Management
- 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 Aviation and Logistics Management (7 hours)**
  - Case studies of Design Thinking Practices in both local and non-local aviation and logistics institutions
- 4. Ethical Issues for Innovative Project (1.5 hours)**
  - Ethical Management of the innovative projects
  - Operational Risks vs Innovations
- 5. Communication with Multidisciplinary Teams (1.5 hours)**
  - Co-creation with multidisciplinary teams and the partners of industrial ecosystem including airlines, airports, transportation and logistics companies, aviation and transportation 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.