

DESIGNING FOR EQUALITY

RSM2087
Create lasting,
disruptive change

COURSE DESCRIPTION:

In this experiential course, you will be exposed to leading research on the 'root causes' of notoriously complex gender-based challenges, conduct fieldwork to deeply understand such challenges from a 'human perspective', refine challenges into tangible problem statements and build & test prototypes to present to academic and government leaders. By participating in this course, you will:

- Develop a sound understanding of Rotman business design theory
- Obtain practical experience in applying design-thinking framework, inclusive of advanced interview & reframing techniques, to complex challenges
- Gain a deeper understanding of gender-based economic challenges
- Develop insights into market and social innovation
- Work with industry and academic leaders to design innovative solutions for real-world problems
- Get comfortable advocating for controversial points of view and preparing to manage opposition and conflict

COURSE INSTRUCTOR:

Vanessa Iarocci
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THIS COURSE QUALIFIES FOR:

- One of the courses for the Business Design major
- Textbook: Martin, Christensen, "Rotman on Design: The Best on Design Thinking from Rotman Magazine", 2013
- Course Reading Package: Designing for Equality: Design Kit and Associated Readings (as per course outline)

COURSE FORMAT:

- This course is offered as a full semester course in the Fall with one meeting per week.

EVALUATION AND GRADE DISTRIBUTION:

This format may be subject to change.

- Class Participation: 10%
- Group Problem Statement, Ideation & Prototype Assignments: 40% (10, 10, 20 respectively)
- Final Pitch & Individual Report: 50%

For more information, visit:
gendereconomy.org/designing-for-equality

ASK CONTROVERSIAL QUESTIONS

- Does the Gig Economy have unintended gender consequences?
- Are men really better investors than women?
- Are computers named James worth more than computers named Julie?
- Are women held to a different standard than men in real-world evaluative situations?



CONDUCT FIELDWORK AND IDEATE

Using cutting edge business methods, uncover a fact-based understanding of issues that are often 'overly simplified' and misunderstood by mainstream media.



Work with a dynamic team of peers, industry leaders and your instructor to complete a series of assignments to 'reframe problems' and design solutions.



PROTOTYPE AND PITCH A SOLUTION

Implementing Rotman business design, tackle real world problems with a team 'pitch' to secure resources, political influence or market support for a solution.



Make a lasting impact.