BDC STARTER KIT
2022-2023

BDC | BUSINESS
DESIGN
CLUB

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WHO WE ARE

At the Rotman School of Management, the teaching and practice of Business Design is facilitated through two entities: BDI and BDC

The Business Design Initiative (BDI) is Rotman's education center which leads the teaching, research and practice of Business Design. It is headed by Dr. Angèle Beausoleil, Professor of Business Design and Innovation, & supported by Andrew Seepersad, Engagement Manager and Anjana Dattani, Learning Experience Designer. The BDI is your first port of call for anything related to the Business design curriculum (courses/workshops).
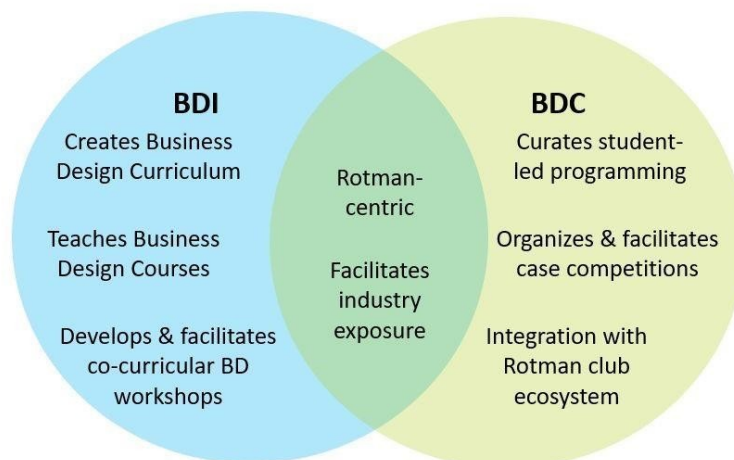
http://www.rotman.utoronto.ca/bdi

The Business Design Club (BDC) is Rotman's student-led club that offers events and programming that aims to incorporate experiential learning through networking, case competitions, and club collaboration events to showcase ways in which Business Design can be utilized in the world beyond Rotman. The club invites Rotman students to explore opportunities to apply the design thinking methodology to solving complex business challenges through sprints, workshops, and major flagship events such as the Rotman Design Challenge.

https://www.rotmanbdc.com/   businesdesignclub@rotman.utoronto.ca

BDI
Creates Business Design Curriculum

Teaches Business Design Courses

Develops & facilitates co-curricular BD workshops

Rotman-centric

Facilitates industry exposure

BDC
Curates student-led programming

Organizes & facilitates case competitions

Integration with Rotman club ecosystem

BDC BUSINESS DESIGN CLUB

MEET THE TEAM

Sartaj Sohal - Co-President

"I love the iterative nature of design thinking, where we seek to design with people, rather than for people. Design Teams take continuous feedback from customers to make iterative/incremental improvements along the way. Design thinking also helps us in reframing and asking the right questions. Many times, the problems we are asked to solve are not the real, fundamental, root problems; they are just a symptom."

Swati Chawla - Co-President

"Working for an organization where the "customer-first" value was deep-rooted, I was aware of the significance of customer desirability. Speaking to business designers during my MBA application process broadened my perspective and pushed me to start thinking about the intersection of desirability, viability, and feasibility. Since then, I have been enthralled by the Business Design mindset of understanding human needs, and then translating them into practical business goals."
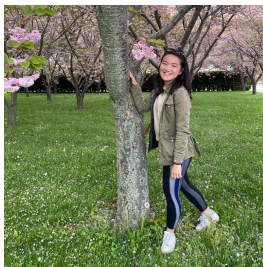
Chelsey Cao - VP Industry Engagement

"I first heard of design thinking at my previous job and knew that some tech companies use it for product innovation. When I arrived at Rotman, everyone was whispering how Rotman is known for BD curriculum and resources. As I wanted to find something that relates to my social science background at a business school, business design helped me challenge myself while linking to my experience. And trust me, it's probably relatable to most of us, since design thinking always goes back to the fundamental human need."

Siddharth Boyanapalli - VP Career Development

"While I was exposed to Design thinking through my engineering work experience, I had not considered that the mindset could be translated for use in management. The more I got involved with the material the more I was intrigued, and I was fortunate to be able to apply this customer centric and iterative mindset in my internship to generate business solutions to solve our client's real needs"

BDC BUSINESS DESIGN CLUB

MEET THE TEAM

Hibah Agwani - VP Case Competition

"I first learned about Business Design during the Career Discovery week. One speaker summarized Business Design as "helping businesses and customers fall in love again." I was very intrigued by the emphasis on the human element in design thinking as it is an unique, yet critical consideration that may sometimes be overlooked across different disciplines. This perspective along with the alignment between components of design thinking and my skills and interests got me hooked on learning more about BD."

Rishi Sinha - VP Case Competition

"I knew about design thinking for ages but when I learned about Rotman's Business Design method – I was hooked! During my business design journey, I realized I come from a design-infused background where I worked at the intersection of product, customer, and strategy. I am passionate about incorporating design-driven solutions to ambiguous problems wherever I go next in my career – and yes, BD is sector/industry agnostic!"

Mario Samanta - VP Events

"I was introduced to Design Thinking back in undergrad, and that sparked my passion in pursuing Business Design further in Rotman now. Through the various activities and case comps in school, I learned to understand the value of empathy interviews, the importance of hearing the first-person perspective without any bias or prejudice. I hope to leverage the skills and experiences I've gained in my future career, and I wish that all Rotman students can utilize the Business Design resources that we have here!

Hailey Koo - VP Comms & Internal Relations

"My previous role was to develop and execute content marketing campaigns for clients. Back then, I never realized that I was practicing basic Design Thinking process to develop creative solutions that are audience centric. I am beyond excited to apply the in-depth Business Design skills I have gained through Business Design courses and club activities to post-MBA career"

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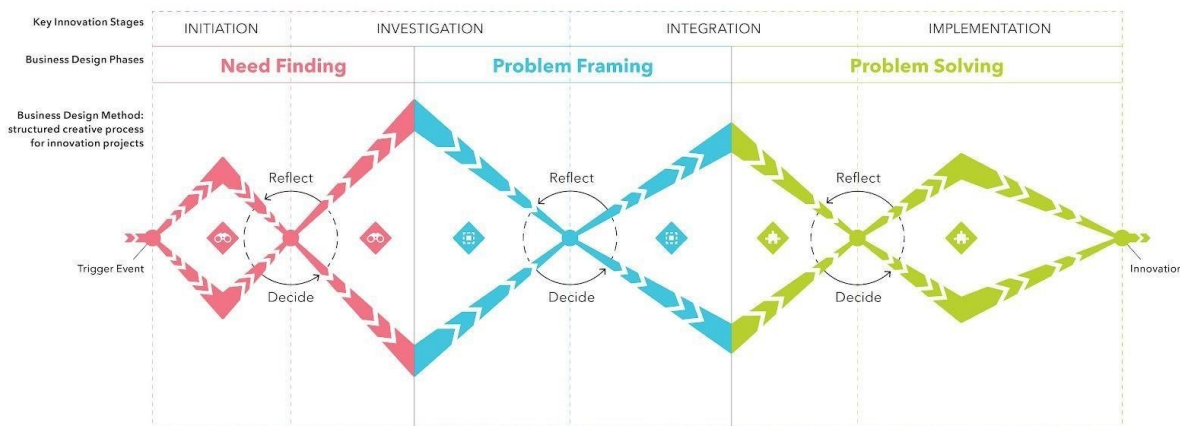
WHAT IS BUSINESS DESIGN

"A human-centric way of thinking and working to innovatively navigate and manage complex problems"

Business Design is the art, science, and design of organizational transformation in response to evolving market conditions and customer needs (i.e. business innovation). It uses design principles and anthropological methods alongside traditional business frameworks.

The Business Design Method (BDM) is a structured creative process for navigating and managing organizational innovation projects. It guides practitioners to develop empathetic and strategic mindsets through the repeated use of design principles and anthropological methods alongside traditional business decision-making frameworks.

It includes three design-led stages which are critical to navigate the uncertain path of innovation: Need Finding (Sensing), Problem Framing (Sensemaking), Problem Solving (Changemaking)

Business Design Method: Visual Model

Key Innovation Stages	INITIATION	INVESTIGATION	INTEGRATION	IMPLEMENTATION
Business Design Phases	**Need Finding**		**Problem Framing**	**Problem Solving**

Business Design Method: structured creative process for innovation projects

Trigger Event — Reflect / Decide — Reflect / Decide — Reflect / Decide — Innovation

This process can be used to design, change, or improve any part of a business.

As a human-centered approach to innovation management, the method effectively breaks down the silos of typical business functions. It foregrounds the needs of all the stakeholders across the value chain, and can be applied to innovation projects across the organization at any level- from people to process, strategic planning to operational delivery. Active and reflective practice of this well-research methodology will help you develop the mindset of a contemporary business leader to shape future-forward, resilient organizations.

USERS OF BUSINESS DESIGN

Consulting Firms

General/Mixed Focused

BCG BOSTON CONSULTING GROUP

McKinsey & Company

Deloitte.

accenture

Design/Innovation Focused

KONRAD

IDEO

bridgeable

idea couture
A Cognizant Digital Works Company

FJORD

Non-Consulting Firms

CPGs

Kraft Heinz

Loblaws

Starbucks

Steelcase

Technology

aws

IBM

Banking

Scotiabank

CIBC

Manulife

Fidelity

Telecom

TELUS

Bell

Public Sector

MaRS

CENTRE FOR SOCIAL INNOVATION

Toronto Police

TTC

BREAKING IT DOWN

Not sure where to start?

BDC and BDI cater events to all students - regardless of their previous experience or knowledge of Business Design - with the belief that everyone can adopt the Business Design mindset in the way that is most appropriate for their personal career ambitions. Business Design is applied to different degrees, industries, and organizational silos. We have defined roles as :

- Design-influenced: Business Design theories and tools are useful to elements of the job

- Design-infused: Business Design theories and tools are critical to elements of the job

- Design-integrated: Business Design theories and tools are core to the job

Meet our Business Design Persona's

In the Business Design process, user empathy interviews and desk research findings are compiled together into user personas. These personas are a common and extremely useful storytelling device to bring your presentation to life.

Here are the Business Design Club personas that have been crafted and identified through the Rotman student experience, *if you are looking for clarity in terms of where you currently are and where you would like to be, for that, you may refer to our personas.*
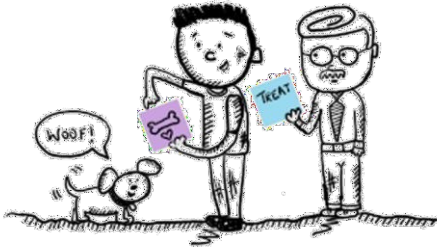

Explorer Ella (The Design Influenced)

After the MBA, Ella will be familiar with the concepts of Business Design and can refer to concepts when working on projects.

BREAKING IT DOWN

The Persona's Continued

Translator Tom (The Design Infused)

After the MBA, Tom will be versed with theoretical and practical Business Design concepts. He can introduce a range of techniques and tools that "translate" the value of using Business Design within your organization.

Practitioner Pierre (The Design Integrated)

After the MBA, Pierre will be an expert in each aspect of the Business Design process and well-versed in different methodologies. He is a translator and can bridge the divide between designers and management. He can lead end-to-end Business Design methodology, can demonstrate its value, and can manage stakeholders successfully.

Identifying which persona you currently are and which persona you want to become will help you plan your journey ahead with BDC and at Rotman

ROLES IN BUSINESS DESIGN

Some examples of roles you can take on based on the level of Business Design skillset you build

Explorer / Design-Influenced Roles

Product Manager	Planning & Strategy Manager	Corporate Finance Manager
General Manager	Management Consultant	Business Model Analyst
HR Manager	Change Management Specialist	Finance Planner
	Operations Manager	

Translator / Design-Infused Roles

Brand Manager	Customer Experience Manager	Strategic Planner
Marketing Manager	Business Transformation Manager	Program Manager
Innovation Manager		Insights Manager

Practitioner / Design-Integrated Roles

Business Designer	Customer Experience Designer	Business Model Designer
Design Researcher		Service Designer

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COURSE ROADMAP

Develop yourself via courses available at Rotman

Explorer / Design-Influenced	Business Design Fundamentals/ Y1
	Business Design Practicum/ Y2
Translator / Design-Infused	Global Practicum/ Y2
Practitioner / Design-Integrated	Design Research & Storytelling/ Y2
	Creativity for Business Innovation/ Y2
	Service Design/ Y2
	Future Thinking/ Y2
	ISPs/ Y2
	BD Major Supplementary Courses/ Y2

BUSINESS DESIGN MAJOR (For the Practitioners)

1) Students must successfully complete four of the following core courses:
- Business Design Fundamentals
- Business Design Practicum
- Creativity for Business Innovation OR Global Practicum: Design-Led Innovation
- Design Research and Data Storytelling OR Service Design: Innovating Service-Based Organizations

2) It is recommended students choose at least one other elective from the following if they are interested in:
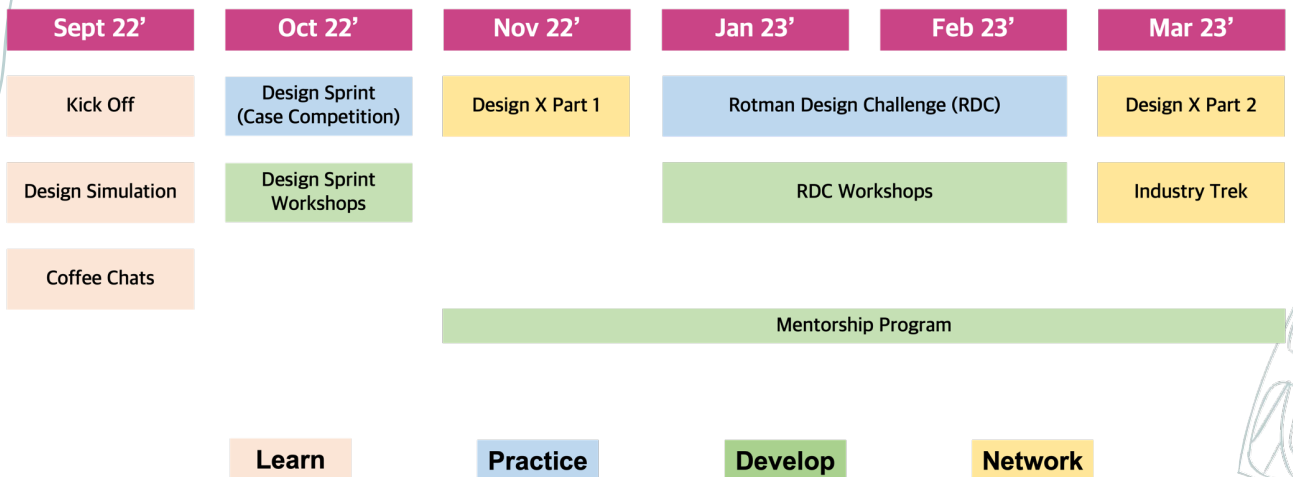- Strategy Roles: Corporate Strategy | Strategic Change & Implementation | The Opposable Mind | Strategic Networks | Corporation 360
- HR/HCC Roles: Aligning People & Strategy | Organizational Design
- Marketing Roles: Consumer Behavior | Marketing Research | Marketing & Behavioral Economics
- Operations-related Roles: Operations Management Strategy | Service Operations Management
- Not-for-Profits: Leading Social Innovation | Not-for-Profit Consulting
- Service Design: Innovating Service-Based Organizations | Health Sector Strategy and Organization

EVENTS ROADMAP

Develop yourself via courses workshops and BDC events

This year we have build our year's calendar to help you strengthen your 4 pillars:

- **Learn**: Instill a new way of thinking to solve complex problems using Business Design
- **Practice**: Practice business design skills while making an impact via real-time case prompts
- **Develop**: Empower yourself with an innovation toolkit to create value
- **Network**: Build a community of like-minded students and industry professionals

Sept 22'	Oct 22'	Nov 22'	Jan 23'	Feb 23'	Mar 23'
Kick Off	Design Sprint (Case Competition)	Design X Part 1	Rotman Design Challenge (RDC)		Design X Part 2
Design Simulation	Design Sprint Workshops		RDC Workshops		Industry Trek
Coffee Chats					
		Mentorship Program			

Learn	Practice	Develop	Network

Read more about our events here: https://www.rotmanbdc.com/events

BUSINESS DESIGN CLUB

COLLABORATIONS

Diversify your knowledge with other clubs

Business Design Initiative

ITMA

access to success

mca
management consulting association

"Design isn't just about making things beautiful; it's also about making things work beautifully."

- Roger Martin

Business Design Initiative
https://www.rotman.utoronto.ca/bdi

Service Design Handy Toolkit
https://medium.com/design-led/service-designers-handy-toolkit-452e167a55e0

Fraser Design Works, Methodology
https://www.fraserdesignworks.com/methodology

Human Centered Design Podcasts
https://podcasts.apple.com/ca/podcast/this-is-hcd-human-centered-design-podcast/id1238981415
https://99percentinvisible.org/episodes/

UX Collective on Medium
https://uxdesign.cc/

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