Foundations of Design and Entrepreneurship
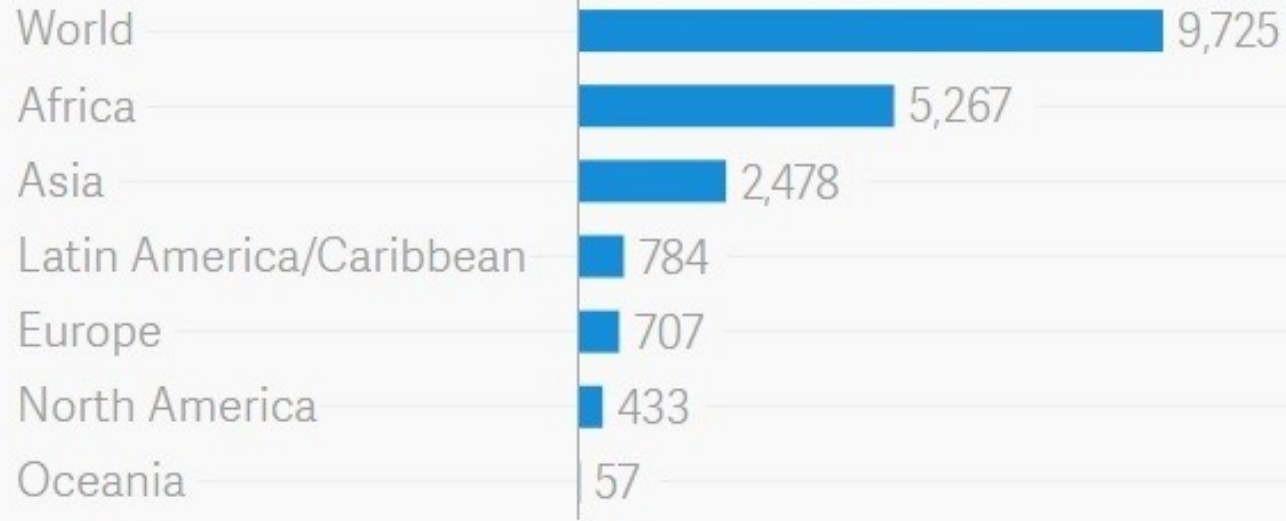
A mandatory course for all first years

Dr. Gordon Adomdza

ASHESI
Ashesi University College

Africa will have the second largest population by 2050

Population by millions

Region	Population
World	9,725
Africa	5,267
Asia	2,478
Latin America/Caribbean	784
Europe	707
North America	433
Oceania	57

ATLAS | Data: UN World Population Prospects

SubSaharan:

Today: Of the world's top 10 countries with the youngest populations, 8 are in sub-Sahara Africa.

2050: The region will be home to all 10. *World Bank*

Ashesi University College Mission:

Educate a new generation of ethical, entrepreneurial leaders in Africa

Pedagogy

T-Shaped Thinking

Empathy, Intuition, Experimentation

Analytical

Point of View (POV) – defines the requirements of the solution

USER + NEED + INSIGHT

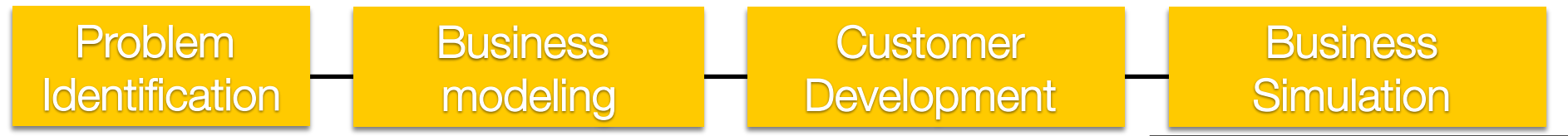*What does she aspire to in life?*

Self-Actualization

Esteem Needs

Social Needs

Safety Needs

Physiological Needs

- Ashesi Enterprise Fund
- Ashesi Venture Accelerator
- Ashesi Design Lab

The Big Picture

FDE I - 14 weeks

Problem Identification	Business modeling	Customer Development	Business Simulation

FDE II 15 weeks

- Programme Coordinator
- 6 faculty members for 6 cohorts
- Industry advisors and associates

Ordel: the Ashesi student startup that wants to improve your refrigeration system: bit.ly/22Nxu7A #atAshesi

IBM's Design-Centered Strategy to Set Free the Squares

By STEVE LOHR   NOV. 14, 2015

Minh Uong/The New York Times

Phil Gilbert is a tall man with a shaved head and wire-rimmed glasses. He typically wears cowboy boots and bluejeans to work — hardly unusual these days, except he's an executive at IBM, a company that still has a button-down suit-and-tie reputation. And in case you don't get the message from his wardrobe, there's a huge black-and-white photograph hanging in his office of a young Bob Dylan, hunched over sheet music, making changes to songs in the "Highway 61 Revisited" album. It's an image, Mr. Gilbert will tell you, that conveys both a rebel spirit and hard work.

Let's not get carried away. Mr. Gilbert, who is 59 years old, is not trying to redefine an entire generation. On the other ha: wants to change the habits of a huge company as it tries adjust to a new era, and that is no small task.

Wall Street Journal

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EDUCATION | Updated June 7, 2012, 1:20 p.m. ET

Forget B-School, D-School Is Hot

'Design Thinking' Concept Gains Traction as More Programs C Courses

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