



Applied Strategic Design/ADSN 4030/501

Instructor Information

Bill Morgan | Clinical Associate Professor
The University of North Texas | UNT at Frisco
12995 Preston Rd., Frisco, TX 75034
Suite 353
c:940.391.0359
Bill.Morgan@unt.edu

Office Hours are Monday and Wednesday, 3:00 – 4:00 or by appointment.

Course Description, Structure, and Objectives

Description

Explores **future-oriented design principles** that help organizations become more **innovative** and **competitive**, such as **forecasting** and **future** thinking to address current or future challenges.

Strategic design is the application of design principles to develop long-term strategies for organizations. It involves understanding the organization's current situation, identifying opportunities for improvement, and developing and implementing a plan to achieve those opportunities. Strategic design is a relatively new field, but it is growing in popularity as organizations recognize the value of design in helping them achieve their goals. Strategic designers use a variety of tools and techniques to help organizations think strategically about their future, including:

- **Futures thinking:** Strategic designers use future thinking to identify emerging trends and opportunities. They use this information to help organizations develop strategies that will allow them to stay ahead of the competition.
- **Design thinking:** Strategic designers use design thinking to solve problems and create new products and services. This approach involves stakeholders in the design process and develops innovative and effective solutions.
- **Prototyping:** Strategic designers use prototyping to test and refine their ideas. They create prototypes of new products and services to get users' feedback and ensure their ideas are feasible.

Strategic design is a valuable tool for organizations that want to achieve their goals and stay ahead of the competition. By using design principles to develop long-term strategies, organizations can create a competitive advantage that will help them succeed.

Here are some of the benefits of strategic design:

- **Increased innovation:** Strategic design can help organizations to be more innovative by providing a framework for identifying and solving problems.
- **Improved efficiency:** Strategic design can help organizations to be more efficient by streamlining processes and reducing waste.
- **Enhanced customer experience:** Strategic design can help organizations improve customer experience by creating more user-friendly and intuitive products and services.



- **Increased profitability:** Strategic design can help organizations to be more profitable by increasing sales and reducing costs.

Structure

The course is designed to leverage your experience and your education. Modules are laid out sequentially, each one building on the previous. We will cover a few major components:

- What is Strategic Design?
- Is D(d)esign ethical?
- How do we see & think strategically?
- How do we frame problems strategically?
- Strategy, Innovation & Design convergence.

Student Learning Outcomes

Students will learn to apply these principles to real-world problems and develop the skills necessary to become strategic designers.

Upon completion of this course, students will be able to:

- SLO #1 Explain the nature of strategic design and its relevance to a broad range of social, economic, environmental, and educational challenges.
- SLO #2 Explain the relationship of culture and technological change as drivers of innovation.
- SLO #3 Lead in the practice of Design and the Arts as facilitators of collaborative change.
- SLO #4 Facilitate creative (and lateral) thinking and action in others at all levels of an organization.
- SLO #5 Cultivate new frameworks and points of view through the synthesis of primary and secondary research.
- SLO #6 Demonstrate the practice of collaboration as the highest form of creativity in organizations.
- SLO #7 Prepare well-crafted visual models of concepts as working tools of understanding.

Required/Recommended Materials

There is no required textbook. All required readings will be available through the UNT Library.

How to Succeed in this Course

One trait that contributes to success is creating relationships. I am here to mentor you through your academic career and beyond. I welcome the opportunity to meet with you; a scheduled meeting works well for pre-defined items, but impromptu meetings are strongly encouraged. *Connect with me through email and/or by attending office hours.* During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within two business days, please send a follow-up email. A gentle nudge is always appreciated.

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter for faculty to begin a private discussion regarding your specific needs.



in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member before implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA at (940) 565-4323.

Supporting Your Success and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel this is not the case, please stop by my office and let me know. We are all learning together. Every student in this class should have the right to learn and engage in an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement, and I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](https://deanofstudents.unt.edu/conduct)) (<https://deanofstudents.unt.edu/conduct>)

Assessing Your Work

A = 900-1000

B = 800-899

C = 700-799

D = 600-699

F = 500-599

Assessments are based on five primary criteria:

1. In-Class Participation
2. Reflections/Critical Thinking
3. Discussions
4. Writings
5. Presentations

Course Requirements/Schedule

Modules



Week	Topic	Assessment	Points	% of Final Grade
1	Foundations of Strategic Design	Reading Syllabus Reconnaissance Think-Pair-Share Reading	25 25 25 25	2.5 2.5 2.5 2.5
2	Futures Thinking & Forecasting	Reading Affinity Mapping Map the Swarm	25 25 25	2.5 2.5 2.5
3	Ethical Design Practice	Reading Ethical Debate Ethical Design Presentation	25 25 75	2.5 2.5 7.5
4	Framing Innovation	Reading Fishbowl Innovation Types	25 25 25	2.5 2.5 2.5
5	Design Thinking as a Strategic Tool	Reading Six Thinking Hats Framing Studio	25 25 75	2.5 2.5 7.5
6	Strategic Seeing & Observing	Reading Observation Skills	25 100	2.5 10
7	Strategic Framing	Reading STEEP Clustering War-Gaming	25 25 25	2.5 2.5 2.5
8	Midterm Review & Reflection	Concept Map Reflection	100	10
9	Strategic Design Case Studies	How-To Analyze Case Study Presentation	25	2.5
10	International & Cross-Cultural Perspectives	International Conference Create a conference		
11	Strategic Design & Real-world Applications	Case Study Workshop Case Study Workshop	25	2.5
12	Strategic Design & Real-world Applications	Case Study Peer Review Case Study Peer Review	50	5
13	Project Finalization & Feedback Sessions	Studio Guest Speaker		
14	Final Project Presentations	Case Study Final Presentation	100	10
15	Thanksgiving Break			
16	Course Wrap-up & reflection	Reflection		



No Late Work is accepted without prior discussion. You will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy \(PDF\)](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>). Also describe the standards for academic integrity in the course, citing the [Academic Integrity Policy \(PDF\)](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>).

Grades are based on mastery of the content. As a rule, I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore [Navigate’s Study Buddy](https://navigate.unt.edu) (<https://navigate.unt.edu>) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center. Focus on areas where you are struggling in this course by attending scheduled study group sessions with me the week before each exam. Forward together!

Generative AI Permitted Use: *In this course, you are encouraged to use Generative AI (GenAI) tools such as [insert tool(s) here, e.g., Claude, ChatGPT, Gemin] to support your learning and develop skills for a GenAI-oriented workforce. This use will help us stay technically proficient and ethically grounded. However, GenAI should complement, not replace, our course materials. If something seems unclear, feel free to ask.*

I use GenAI to [insert action(s) here, e.g., enhance materials, streamline tasks, generate prompts, create scenarios, draft syllabi, build study guides, analyze performance]. I will always disclose how I use GenAI, and I expect the same from you.

In line with the UNT Honor Code, all work you submit must be your own. Using GenAI tools without attribution or relying on them to complete assignments violates academic integrity and will be addressed according to our policy.

Attendance and Participation

Research has shown that students who attend classes are more likely to be successful. You should attend every class unless you have a university-excused absence such as active military service, a religious holy day, or an official university function, as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). Please let me know if you cannot attend a class due to an emergency. Your safety and well-being are important to me.

Student Support Services & Policies

In addition to standards for success in courses, I feel UNT policies and procedures are professional standards worth integrating into your life. You can access these policies in Navigate ([Navigate.unt.edu](https://navigate.unt.edu)), in Canvas under the Help menu, in EIS, and on the [Student Support Services & Policies](#) page. I encourage you to read and absorb these important processes.

UNT Policies

You can access these policies on the [Student Support Services & Policies](https://clear.unt.edu/student-support-services-policies) page (<https://clear.unt.edu/student-support-services-policies>).