

Design Thinking and Digital Innovation Cooperative Project

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Abstract

Advanced technologies based on design thinking approach of process engineering are applied in process management of business and enterprises. Good practice example in management and applying design thinking approach in practice can contribute education at universities that enable better acquiring abilities to solve issues such way. Recent design thinking approach can inspire education processes including effect of improving the level of education. The combination of design thinking approach and modern technologies still intensifies the solution of educational issues. Wide spread of smart devices from personal computers and notebooks, across mobile communication to smart phones, tablets or signal devices and smart appliances enable to share signals, instructions, opinions, issues and experiences in design thinking approach and to innovate through digital innovation of the content of education. The paper presents current state of the Erasmus+ project 2016-1-BG01-KA203-023719.

Keywords: Design thinking, digital innovation, business management, marketing, project management.

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