

The Manchester MBA

Elective: **Design Thinking, Creativity and Co creation**

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The University of Manchester
Alliance Manchester Business School

Creativity and design thinking are no longer the preserve of specialist teams - they are essential capabilities for any organisation seeking to innovate, respond to market challenges, and unlock new sources of value.

This elective introduces participants to the principles of design thinking, creativity, and co creation, and explores how these approaches can be embedded across organisations to drive innovation and competitive advantage.

You will examine how creativity operates within contemporary firms, how design thinking enables human centred problem solving, and how co creation brings together diverse stakeholders - including customers, users, suppliers and underrepresented groups - to generate more inclusive and effective solutions.

The course connects creativity and design thinking to business model innovation, giving you practical tools for developing new processes, identifying latent needs, and integrating creative practices into organisational structures.

Through a blend of theory, case studies, and hands on application, you will learn how to design and manage creative processes, involve stakeholders in value creation, and leverage new technologies and organisational methods to support innovation.

By the end of the elective, you will be equipped to lead creative initiatives, enhance cross functional collaboration, and apply design driven thinking to real business challenges.

How you'll benefit



Apply design thinking to real business challenges:

Use tools such as journey mapping, stakeholder mapping and prototyping to solve complex problems creatively.



Unlock organisational creativity:

Learn how creativity operates within firms and how to design processes that encourage innovation across teams.



Engage stakeholders in co creation:

Understand how to involve customers, users, suppliers and diverse groups in shaping products, services and business models.



Innovate business models with confidence:

Explore how creative processes can be integrated into existing business models, and how to evaluate feasibility and risk.

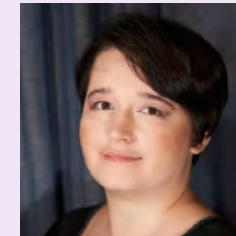


Strengthen collaboration and inclusion:

Develop the skills to design processes that bring together diverse perspectives and enhance cross functional teamwork.

Delivery method

This 2 month course is delivered through a 3-day in-person workshop and online learning.



Marianna Rolbina

Dr Marianna Rolbina is Unit Director for this course. She is a Lecturer in Digital Innovation at Alliance Manchester Business School and an expert in how organisations design for creativity and co-creation.

Her work at StoryFutures supported creative SMEs adopting emerging technologies such as VR, XR, AI and haptics, and she contributed to the national StoryTrails project. Her research focuses on how firms organise for creativity, involve stakeholders in value creation, and innovate business models to commercialise creative processes.



Bruce Tether

Bruce Tether is a Professor of Innovation Management and Strategy at Alliance Manchester Business School and a leading authority on design-led innovation.

Formerly Professor of Design and Innovation at Imperial College Business School, he has published on design thinking and its role in driving organisational innovation, particularly in services. Bruce has considerable experience teaching MBA and executive audiences and co-authored Design Inspired Innovation, a foundational text in the field.

Have any further questions about The Manchester MBA?



Please get in touch - mba@manchester.ac.uk