

NEW Rotman DBI - Design Led Innovation for Global Leaders

(June 1-7, 2025)

Transform the way you think, design, and innovate!

Immerse yourself in a one-week experiential program at the Rotman School of Management, designed for global MBA students eager to unlock the potential of Design-Led Innovation. Learn to tackle complex business challenges through cutting-edge techniques such as Systems Thinking, Strategic Foresight, and Design Research. Gain actionable insights, build innovative solutions, and experience Toronto's thriving innovation ecosystem firsthand.

Course Highlights:

Hands-On Learning: Participate in workshops that takes you from systems thinking to foresight and research to ideation.

Real-World Connections: Explore Toronto's innovation ecosystem with visits to leading organizations and hubs.

Collaborative Approach: Work in diverse teams to solve real-world challenges using design-led frameworks.

Expert Guidance: Learn from experienced instructors and industry professionals at the forefront of business design.

Cultural Immersion: Experience the vibrant multicultural landscape of Toronto through its food, culture, and unique neighborhoods.

Why Toronto?

Toronto is Canada's economic and cultural hub, known for its innovative spirit and global connectivity. From world-class companies to bustling innovation districts, the city provides the perfect backdrop to explore and practice Design-Led Innovation.

Who Should Attend?

This program is ideal for MBA students seeking to enhance their problem-solving skills and apply design principles to create meaningful, scalable business solutions. Whether you're

aiming for impact in your career or aspiring to lead transformative projects, this course will equip you with the tools to succeed. (the cohort will be a mix of students from Rotman's partner universities around the world and Rotman full time MBA students)

Program Fee

\$2650 CAD – This includes: registration and administrative fees, course materials, on-campus Wi-Fi, company visits, on-campus accommodation, breakfasts, lunches, a welcome and farewell dinner, and some cultural activities around the city.

Join us in June 2025!

Don't miss this opportunity to elevate your skills, network with global peers, and experience the best of what Toronto has to offer
