Organizations are increasingly consulting designers to help make strategic decisions, such as what new product/service systems should be offered, how should those be communicated, and to what demographic? Designers are in a unique position to help make these decisions, because the human-centered design process creates grounded knowledge about possible futures. During this course, students will have the opportunity to develop 3 core skills related to strategic design thinking: visioning, innovation, and creating solutions embedded in new business models.