

EMBA-2224-523-Critical Thinking in a Digital World		
Name of lecturer(s) & Email Luc DE BRABANDERE luc.de.brabandere@cartoonbase.com	Level, Status, Timing Level 3 Elective Between 15-02-24 and 17-02-24	ECTS, CH & HW/GW*, Online 3 20 & 66 4
Description of the course unit Digital companies, such as Alibaba, Apple or Amazon are human-centric organizations. Their decisions are based on experiments rooted in lean startup and design thinking. Students will apply this approach to create meaningful, delightful and useful human-brand touchpoints via no-code rapid digital prototyping. They will test prototypes with users and evaluate user feedback. This enables them to create chatbots, websites, shops, AR/VR,...		
Course unit Chapters <ul style="list-style-type: none"> • From Belgium with love • Thinking is a game • Modes of thinking • Be logical ! • Be creative ! • Be critical ! • Be digital ? • Cognitive Science 2.0 		
Learning outcomes of the course unit <ol style="list-style-type: none"> 1. Remember main definitions, frameworks, and information 2. Understand the main biases in cognition and thought 3. Understand the main mechanisms behind thinking 4. Analyze how different modes of thinking constitute parts of the whole phenomenon 5. Analyze how the world in front of them differs from their models 6. Evaluate which elements matter for critical thinking in a given situation 7. Evaluate how a model or another might better suit a situation 		
Teaching Methods Lecture, Guided Instruction	Learning Activities Lectures, readings	
Contribution to Programme Learning Objectives (PLOs) <ul style="list-style-type: none"> • Learning Objective 1.1: Reinforcement • Learning Objective 1.2: Introduction • Learning Objective 2.1: Reinforcement • Learning Objective 2.2: Not Covered • Learning Objective 3.1: Not Covered • Learning Objective 3.2: Reinforcement 	Assessment methodology / Students Use of Time and Load Group assignment <ul style="list-style-type: none"> • weight 50% • workload estimated = 20 hours • due 17-02-24 Oral exam <ul style="list-style-type: none"> • weight 50% • workload estimated = 20 hours • Deadline to be announced 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Non Applicable		
Asynchronous Learning Material (Coursera) x (please hyperlink)		
Readings Recommended de Brabandere, L. (2021). Be Logical Be Creative Be Critical.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.