PCI (IMB) New Course Descriptions  

**IMBX-SHU 100-001 Topics: Life Design (aka: Design Your Life)**

Mon. 1:15-4:15, Rm 900  By Emily Tsiang

This course is about designing your life. What if you used the same innovation principles that startups use and applied them to your own lives? Students are introduced to design thinking as a framework to process their college experience and explore life after graduation. This course will use rapid prototyping methods to test out career interests, engage in behavior design, and ideate on multiple futures. The course will be delivered in a studio setup with in-class design workshops, group discussions, personal reflection, individual coaching and field trips. No prerequisite.

**IMBX-SHU 100-002 Topics: Global Experience Design**

Mon. 9:45-12:45, Rm 900  By Emily Tsiang

This course is about designing your global experiences. Students are introduced to design thinking as a practical tool to make the most out of their NYUSH experience and prototype opportunities offered by NYU's Global Network. This course will use rapid prototyping methods to test out academic and career interests, visit global organizations in Shanghai, and meet with leaders with multinational experience. The course will be delivered in a studio setup with in-class design workshops that explore topics such as the purpose of college, educational wayfinding, global perspectives, and innovating on career paradigms. No prerequisite.

**IMBX-SHU 100-003 Topics: Understanding Financial Technology**

Mon. 9:45-12:45, Rm 818  By Jing Wang

“How would you like to pay?” A simple question may provoke diversified answers in the digital age. The financial applications of digital technologies, or so-called fin-techs have engendered many alternative forms such as QR codes, mobile apps, and Bitcoin for financial activities including payment, loans, and investment. What technologies make these innovations possible? What are the aesthetic norms embedded in fin-tech app designs? How do the fin-tech companies interact with banks, policy-makers, and regulators? While Ant Financial and Tencent Finance make China the leader of fin-tech innovation, how does the global map of fin-tech innovation look like? After all, how have fin-techs re-shaped people’s everyday life, and perhaps will reform human being?

Through a weekly three-hour meeting, this course is to make sense of fin-techs from a wide variety of perspectives. Integrating lectures with workshops and company visits, this course will equip students with critical thinking and practical skills that allow them to dialogue with various actors, such as computer programmers, project managers, investors, as well as academic intellectuals. No prerequisite.