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**Mapping of multidisciplinary course in
innovation designs**

By Dawood MAMOON †

Abstract. The paper outlines the possible contents for a multidisciplinary course in Innovation Designs that covers topics like intelligent architectural design and its influence on local culture towards modernism while understanding social, economic and corporate reasoning with a nonlinear approach within Pakistani society. The paper aims to influence the creative mind within the participants who can be guided to think out of box ideas to carry out scientific and abstract reasoning needed for complexity solutions for myriad of social, economic, cultural and material innovation.

Keywords. Multidisciplinary, Innovation, Innovation designs.
JEL. O32, O33.

**1. Introduction: Scheme of studies for understanding
innovation designs**

Course in Innovation Designs is a comprehensive multidisciplinary training program for students who are interested to learn about modern design understanding of innovations in contemporary sciences that include artificial intelligence, social complexity and its outcomes in print and electronic mediums in a popular and academic context and their relationship with changing urban culture and architecture. The course material caters to the indigenous context of Pakistani brand by developing understanding of local culture that can then be applied to future innovation design formulation within social, numerical and aesthetic mediums for product development in national or multinational corporations, social interventions of public welfare through public and/or private initiatives, marketing ventures of Pakistani brands or simply media initiatives for public awareness (Jacob *et al*, 2006).

Students would study myriad of topics that may include history of architectural and aesthetic design in South Asia, Comparative design understanding in Arts and Sciences, Non Linear Social, Economic and Business Reasoning, Effect of uncertainty and probability on economic and social outcomes, Social Engineering through Electronic and Print Mediums, Pattern Understanding within Artificial Intelligence.

The course aims to bring out the artist and the scientist within each participant that is then trained to think out of the box. The students would

† World Economic Survey Expert Group, Pakistan.

☎. +0092 311 5082056 ✉. dawoodmamoona96@gmail.com

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be equipped with skills that help them understand social, aesthetic and numerical complexity within Pakistan's society with its historic and contemporary context and each student would finally be able to apply it by contributing to innovation design of products and initiatives in urban architecture, effective medium development in electronic or print media, social welfare.

The contemporary understanding of the innovative and scientific design is such that it should be aesthetic and eco friendly in not only materials but also in architecture. This course aims to teach the students regarding latest trends and developments in contemporary architectural design understandings that have been taking place in Europe or US. The course will enable the students to understand that future of urban architecture in Pakistan is related with not only ideas in space utilization but it should also adhere to social and aesthetic facilitation representing an environment that promotes the dialogue of equity and empowerment of different economic segments of the population.

The innovation design caters to the preferences of the local population by guiding best outcomes and outlets for public welfare. It is important to understand the issues of social and economic importance to Pakistani people in the context of indigenous culture. The course shall identify public and private sector stakeholders that are involved in initiatives that influence cultural, social and economic values of Pakistani people in an urban or rural setting. The discussion on corporate and volunteer processes and institutions of public welfare would be covered in the course to enable the students to understand complex network of national and international influencers in determining national preferences in lifestyle of a Pakistani consumer (Oudmen, 2011; Mamoon & Hernandez, 2018 and Stoneman, 2010).

The scientific application of an idea is incomplete without understanding the numerical valuation within its users to measure the possibility of its commercial success. This course will introduce students to various methods of quantitative statistics used by deterministic and random sampling.

Most innovative designs are first simulated using various computer softwares, so it is important to understand how an average software works through coding frameworks and commands within a computer program. This course will introduce the science of Web Applications by discussing some of the most popular applications like What's app, Face book, LinkedIn to give students skills that can be utilized to develop ideas on web applications for products of commercial value within commercial landscape of Pakistan (Leitao, 2018).

The course shall in detail cover the print and electronic media landscape within national and international context and how it is bridging the gap between local and global culture for common ideas that should be applied in countries like Pakistan including democracy, human rights, sustainable development etc (Stoneman, 2010).

D. Mamoon, JEST, 6(2), 2019, p.125-127.

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