

# Design for Values



Start Date:  
**Sept. 12, 2017**

Course Length:  
**5 weeks**

Estimated Effort:  
**4 - 5 hrs  
p/week**

Fee:  
**€ 395**

## Learn to deal with the many uneasy questions raised by rapidly emerging technologies

Are you prepared to deal with pressing societal concerns and ethical dilemmas in your practice as an engineer? This online course will equip engineers with crucial 21st century skills and knowledge needed to deal with the many uneasy questions raised by rapidly emerging technologies.

## Why should you invest in the social and ethical value of your products?

From issues about **safety** or **sustainability** to **artificial intelligence** and **privacy**, managers and engineers need to keep abreast of developments in these fields and anticipate how values and ethical issues can impact their business.

What does it take to integrate societal and public values into the design of technology or projects? What knowledge and skills do engineers need to identify and address ethical issues that their products may give rise to? How can value-driven design choices affect the company's performance?

Join us and learn to integrate values into the design of new technologies or products!

## Personalized feedback

Through the assignments in this course, you will be able to analyze your own cases and examples, receive personalized feedback and apply the course materials and tools to your own design practices.

## You will learn to:

- Critically scrutinize your product design to identify and address ethical issues that your products may give rise to.
- Include ethical and societal values into the design of new technologies or products.
- Translate values into design requirements using the 'values hierarchy'.
- Deal with conflicting values.
- Ensure a strategic win-win outcome for both your organization and society.

## Benefits for your organization:

- Improve chances of commercial success and increase investors' confidence by making innovations more socially acceptable.
- Prevent future legal problems, negative reputation or financial implications caused by bad publicity as a result of risks potentially associated with new products or technologies.
- Retain or attract new customers by using sale arguments based on the benefits of integrated values (such as safety, sustainability, fairness, equity, privacy, etc.).
- Strengthen brand reputational value and reinforce your leadership and position in the industry by showing commitment to ethical business practices.

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