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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Design Thinking** |
| **COURSE CODE** | **04MB0440** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 sessions** |

**COURSE OUTCOMES:**

* Understand the concepts of design thinking approaches
* Create design thinking teams and conduct design thinking sessions
* Apply both critical thinking and design thinking in parallel to solve problems
* Apply some design thinking concepts to their daily work
* Provide a thinking space for innovation of new ventures, value propositions, new products or services.

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Session** |
| **I** | **Module 1: Design Thinking Background**  Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mind-set | 6 |
| **II** | **Module 2: General approaches to Design Thinking**  The Basis for Design Thinking, Design Thinking Frameworks, The Design Thinking Team, Design Thinking Workshops and Meetings | 8 |
| **III** | **Module 3: A Design Thinking Approach in Stages**  Apply the Design Thinking Frameworks, Empathize with the Customers and/or Users, Define the Problem, Ideate, Prototype Alternate Solutions, Test the Solutions. | 10 |
| **IV** | **Module 4: Design Thinking Techniques**  Listening and Empathizing Techniques: Engagement, Observation, Showing Empathy, Define and Ideation Techniques: Unpacking, Personas, Pattern Recognition and Connecting the Dots, Prototype and Test Techniques: Types of Prototypes, Forms of Testing in Design Thinking. | 10 |
| **V** | **Module 5: General Design Thinking Practices :**  Visualization Techniques and Diagrams: Use of Diagrams and Maps in Design Thinking  Storytelling Techniques: Storytelling Throughout the Design Thinking Process, Improvisation, Scenarios, K-Scripts. | 8 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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| --- | --- | --- |
|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc., | 20%(C.E.C) |
| B | Internal assessment | 30%(I.A) |
| C | End- Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition & Year** |
| **T-01** | Roger.L. Martin | The Design of Business | Harvard business review press, 2009 | latest |
| **T-02** | Esslinger | Fine line | Friesen press, 2017 | latest |
| **T-03** | Tom Kelly | The art of innovation | IDEO | latest |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition & Year** |
| R-01 | Tom Kelley | Ten faces of innovation | IDEO | latest |
| R-02 | Roberto verganti | Design driven Innovation | Harvard business review press, | latest |