

<b>PROGRAM</b>	<b>Master of Business Administration</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE TITLE</b>	<b>Design Thinking</b>
<b>COURSE CODE</b>	<b>04MB0440</b>
<b>COURSE CREDITS</b>	<b>3</b>
<b>COURSE DURATION</b>	<b>42 sessions</b>

### 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:

<b>Unit No</b>	<b>Unit / Sub Unit</b>	<b>Session</b>
<b>I</b>	<b>Module 1: Design Thinking Background</b> Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mind-set	6
<b>II</b>	<b>Module 2: General approaches to Design Thinking</b> The Basis for Design Thinking, Design Thinking Frameworks, The Design Thinking Team, Design Thinking Workshops and Meetings	8
<b>III</b>	<b>Module 3: A Design Thinking Approach in Stages</b> Apply the Design Thinking Frameworks, Empathize with the Customers and/or Users, Define the Problem, Ideate, Prototype Alternate Solutions, Test the Solutions.	10
<b>IV</b>	<b>Module 4: Design Thinking Techniques</b> 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
<b>V</b>	<b>Module 5: General Design Thinking Practices :</b> 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:

	<b>Component</b>	<b>Weightage</b>
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:**

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

**Reference Books:**

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