

COURSE TITLE	DESIGN THINKING & INNOVATION
COURSE CODE	04GB0506
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply the principles of design thinking to identify, frame, and solve real-world business challenges through human-centered and creative problem-solving approaches.
- 2 Develop innovative business models and strategic solutions by using ideation techniques, prototyping, and experimentation to address global market needs.
- 3 Collaborate effectively with cross-functional and global teams to co-create and implement innovative solutions that align with business objectives and customer expectations.
- 4 Evaluate the impact of innovation through key performance indicators, market validation, and ethical considerations, ensuring sustainable and responsible business practices.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0
Contents : Unit	Topics						Contact Hours
1	Foundations of Design Thinking Introduction to Design Thinking, Design Thinking Process, Human-Centered Design, Problem Framing and Reframing, Creativity and Ideation Techniques, Prototyping and Experimentation, Successful Design Thinking Applications in Global Businesses.						15
2	Innovation and Strategic Implementation Types of Innovation: Incremental, Disruptive, Radical, and Open Innovation., Business Model Innovation: Reimagining Value Propositions and Revenue Streams., Design-Led Strategy: Aligning Innovation with Business Goals and Market Demand., Collaboration and Co-Creation: Working with Cross-Functional and Global Teams., Measuring Innovation Impact: KPIs, User Feedback, and Market Validation., Ethical and Sustainable Innovation: Responsible Design and Social Impact., Capstone Project: Developing an Innovative Solution for a Global Business Challenge.						15
Total Hours							30

Textbook :

- 1 Design Thinking and Innovation: Creating Tomorrow, Today, B. Mahesh Babu, Astitva Prakashan, 2023
- 2 Design Thinking: The Key to Enterprise Agility, Innovation, and Sustainability, David West and Rebecca Rikner, West Studios, 2017

References:

- 1 Design Your Thinking, Design Your Thinking, Pavan Soni, Penguin Random House India, 2020
- 2 Design Thinking for the Greater Good: Innovation in the Social Sector, Design Thinking for the Greater Good: Innovation in the Social Sector, Jeanne Liedtka, Randy Salzman, and Daisy Azer, Columbia University Press, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.