

Course Name	Design Thinking
Course Objective	Design Thinking and Creativity for Innovation course is crafted to empower undergraduate students with essential skills in creativity and design thinking. The objective is to instill a deep understanding of how innovation plays a pivotal role in various aspects of life, whether in managerial roles, entrepreneurial ventures, government positions, or teaching professions.
Course Outcome	<ol style="list-style-type: none"> 1. Creative Problem-Solving: <ul style="list-style-type: none"> ● Enhance skills for innovative thinking through hands-on activities. 2. Design Thinking Proficiency: <ul style="list-style-type: none"> ● Master design thinking tools for effective problem-solving approaches. 3. Practical Application: <ul style="list-style-type: none"> ● Apply concepts to real-world scenarios, refining ideas for practical value. 4. Customer-Centric Innovation: <ul style="list-style-type: none"> ● Understand market needs through a customer discovery approach. <p>Result: Students gain a solid foundation in design thinking and creativity, ready to contribute innovative solutions in academic and future professional endeavors.</p>
Course Duration and Pedagogy	<ul style="list-style-type: none"> ● Total 30 hours course delivered over 8 weeks <ul style="list-style-type: none"> ○ 15 hours - Self-paced video lessons ○ 8 hours - Live Online Doubt Solving Sessions ○ 4 hours - Live Offline Doubt Solving Sessions ○ 7 hours - Assignments and self-study <p>Final schedule will be given before the commencement of course</p>
Reference Books and Readings	<ul style="list-style-type: none"> ● Trainer Notes
Trainer Name and Profile	<p>Mrs. Jinal Gala</p> <ul style="list-style-type: none"> ● G.D. Art, L.S. Raheja School of Arts, Mumbai. ● B.V.A , S.N.D.T. University, Mumbai. ● 10+ years of experience in Design Coaching ● Founder- Studio Atelier

- Corporate Clients: J.P. Morgan, Reliance Jio, Hindustan Unilever, MSD Merck Sharp Dohme, WPP, PharmEasy, and Technicolor Studios.

Assessments

Assessment Detail	Assessment Type	Duration	Marks
Test after Module 2	MCQ	30 Mins	20
Test after Module 4	MCQ	30 Mins	20
Test after Module 6	MCQ	30 Mins	20
Final Evaluation	MCQ + Case Study	60 Mins	40
Total Marks			100

Course Curriculum

MODULE 1: UNDERSTANDING CREATIVITY, INNOVATION, AND DESIGN

- Introduction to the course
- Significance of innovation
- Basics of innovation
- Exploring creativity
- Understanding design
- Recommended readings

MODULE 2: BUSTING CREATIVITY MYTHS

- Introduction to common creativity misconceptions
- Critical thinking about creativity
- Debunking myths:
 - The Myth of the Lightbulb
 - The Myth of the Mousetrap
 - The Myth of the Lone Genius
 - The Myth of Talent
 - The Myth of Hierarchy
- Reflection on myths
- Recommended readings

MODULE 3: FOSTERING CREATIVITY IN PEOPLE AND ORGANIZATIONS

- Introduction to personal and organizational creativity
- Exploring personal creativity
- Understanding the concept of flow

- Nurturing creativity in organizations
- Recommended readings

MODULE 4: DRIVING IMPACT AND PURPOSE

- Introduction to the module
- Exploring purpose and value
- Activity: Value Proposition Canvas
- Recommended readings

MODULE 5: DESIGN THINKING FOR INNOVATION

- Introduction to Design Thinking
- Case study: Herman Miller Furniture Company
- Recommended readings

MODULE 6: UNDERSTANDING CUSTOMER NEEDS THROUGH DESIGN THINKING

- Introduction to applying design thinking
- Exploring needs and customer discovery
- Recommended readings

MODULE 7: EXPERIMENTATION FOR VALUE CREATION

- Introduction to the module
- Exploring experiments
- Activity: Value Proposition Canvas
- Recommended readings

MODULE 8: IMPLEMENTING DESIGN SPRINT AND DRIVING ACTION

- Introduction to the module
- Principles of the Design Sprint
- Understanding the Design Sprint
- Implementing it in an organization
- Activity: Value Proposition Canvas
- Recommended readings