

(028-C&M-03-03) MBA - INNOVATION AND DESIGN THINKING

Significance of the Program:

Design Thinking and Innovation equips current and aspiring innovation managers with the design thinking principles and innovative problem-solving tools to solve business challenges and guide their organization's strategy. Organizations of all sizes agree that customer experience is most important. Designers must create products and services that make their users delighted. Design thinking can help professionals understand customers more deeply. This allows them to solve problems in a user-focused way by Re-inventing business models, Organizational culture change, Affect multiple systems and diverse stakeholders, Change in behaviours and markets, Redefining the value of the business, Societal challenges that require unity.

Career Options/ Opportunities:

- Service designers
- Product designers
- Innovation consultants
- Design thinking coaches or trainers or Facilitator
- Product manager
- Social Innovation Specialist.
- Entrepreneur/Startup Founder

Program Objectives:

- To provide insights of foundational concepts and principles of Design Thinking.
- To equip with tools and methodologies that enhance the ability to tackle complex problems effectively and creatively.
- To instil a user-centric mindset, emphasizing the importance of understanding and empathizing with end-users to create solutions that truly address their needs.
- To facilitate the student to think outside conventional boundaries, fostering a culture of innovation and creativity in problem-solving.
- To develop proactive mindset, inspiring to apply Design Thinking principles beyond the course in their respective fields or professions.

Outcomes of the Program:

- To gain a comprehensive understanding of the Design Thinking framework.

- To understand the needs, motivations, and challenges to create solutions that truly meet their requirements of the organizations.
- It facilitates to understand the importance of focusing on end-users' needs and experiences.
- To develop enhanced problem-solving abilities, emphasizing a human-centered approach to identifying, defining, and addressing complex problems.
- To understand the tools techniques to stimulate creativity and generate innovative ideas.
- To instil a mindset, shift towards innovation and problem-solving, encouraging participants to apply Design Thinking principles in various contexts.

Major Core Course Modules:

1. Fundamentals of innovation and Design thinking strategies and framework
2. Creativity and ideation techniques
3. Business model innovation
4. Design thinking tools and techniques
5. Strategic design and implementation
6. Trends in design and innovation