

Masters of Business Administration (MBA) – Semester - 3

Course Teaching Plan

Course Title: Design Thinking and Innovation Management

Course Code:340034301

Course Credit: 4

Course Introduction:

This course aims to present an overview of the design thinking involved at each stage of entrepreneurship or intrapreneurship or the product design process: the methods used by innovators to generate and refine creative ideas, the key considerations that help in giving a shape to a prototype with the feedback and review elements that allow design teams to learn from trial and error methods. This course helps potential entrepreneurs, social innovators to design a useful product from a need that they have identified from the market or society.

Course Objectives:

To develop an ability to design, create and implement an innovation for a product or service or process.
To inculcate skills and methods for design thinking approach in product or service development.
To develop understanding related to different types and process of innovation
To provide understanding of human centric research and identifying a need from society or a specific market.
To develop skills and behaviour which can help students in identifying a need as well as convert it in to innovative product or service .

Course Learning Outcomes:

- CLO1: Course can help students in generating creative solutions of a specific need
- CLO2: Students will understand the concepts of design thinking approaches and methods
- CLO3: Course will help students for doing innovations and managing them
- CLO4 :Course will provide understanding of human centric research and a need identification

- CLO5: Course will generate skill sets to design meaningful and innovative product and services

CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1: course can help students in generating creative solutions of a specific need	5	4	5	4	5
CLO2: Students will understand the concepts of design thinking approaches and methods	5	4	5	4	5
CLO3: Course will help students for doing innovations and managing them	5	5	5	5	5
CLO4: Course will provide understanding of human centric research and a need identification	5	4	5	4	5
CLO5: Course will generate skill sets to design meaningful and innovative product and services	5	4	5	4	5

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

Session	Syllabus Content
	UNIT 1
1-4	<p>Introduction to Design Thinking and Innovation</p> <p>Stages of Design Thinking Process:</p> <p>Stage 1 – Empathies and understand needs (Define)</p> <p>Stage 2 – Research</p> <p>Stage 3 – Ideate</p> <p>Stage 4 – Create</p> <p>Stage 5 – Develop</p> <p>Stage 6 – Implement,</p> <p>Stage 7 – Learn and Improve</p>

	Design thinking requirement and its importance for Entrepreneurs
5-8	Design Thinking Mindset Human centric approach in design thinking History and Philosophy of Design Thinking When and How to use the Method? Tools and methods
	Unit-2
9-11	Creativity and Innovation Process of Creating Art of creative thinking and its impact on idea generation
12-15	Innovation : Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation Product/Service/Process Innovation
	Unit-3
16-20	Basic design directions, Themes of thinking, Inspiration and references, Brainstorming, Value, Inclusion, product canvas and making refined prototype
21-25	Thinking in images, Thinking in signs, Appropriation, Visual metaphors technique , Modification, Thinking in word s, Thinking in shapes, Thinking in proportions, Thinking in color
	Unit-4
26-29	Tools for Innovation Traditional V/S Creative Thinking,
30-33	Individual Creativity Techniques: Creative Focus Group, Creative Techniques: Brain Storming Off The Wall Thinking & Thinking Hats Method Managing Innovation (All Phases)
34-40	Experiential learning Project

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CLO 1	✓ CLO 2	CLO 3	CLO 4	CLO 5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

Educational Resources

Educational Resources	Description
i. Reference Book	<p>James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.</p> <p>Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000..</p> <p>Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001.</p> <p>Christian Müller-Roterberg, “Handbook of Design Thinking”, Kindle Direct Publishing ISBN: 978-1790435371, November 2018</p>
ii. Journals/ Magazine/periodicals/Bo	The Entrepreneur magazine, Earlypad –Start up magazine

oks	Connect the dots –Story Book For Entrepreneurs
iii. Video lecture	Shark Tank Videos, The vault show, Entrepreneur stories from Your stories
iv. Course related important Web links	yourstory.com gujpreneurs.com life wings/motivational stories www.startupindia.co.in www.tedtalks.com freshersworld.com Joshtalks.com https://www.niti.gov.in/ http://tdb.gov.in/ https://www.meity.gov.in/