

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.	BCMMI -306 (A)	Design Thinking for Managers	Minor	4	4	0	0	40	60	100

Course Outcomes:

At the end of the course the student will be able to: -	
CO1	Apply Design Process in a variety of business settings.
CO2	Estimate the unique needs of a company around specific challenges.
CO3	Apply design thinking framework and strategies to develop innovative.
CO4	Evaluate the financial viability of a new product or service the 'design thinking way'.
CO5	Design a new product or service to assess the market, business and technical merits of the concept.

Detailed Syllabus**Section A**

Unit I: Design Thinking: Introduction of Design Thinking; Framework: 5 Phase Design i.e., Empathize, Define, Ideate, Prototype, and Test; Case Study, Design Thinking in the organization.

(10Hrs)

Unit II: Empathize Phase: Discover design problems; Overview of the empathize phase; Define project stakeholders; Methods within empathize phase. Define Phase: Frame the design problems, Overview of the define phase, Methods within Define phase.

(10 Hrs)

Unit III: Ideate Phase: Come up with multiple solutions, Overview of the Ideate phase, Methods within the Ideate phase.

(09 Hrs)**Section B**

Unit IV: Project Proposal: Project Identification - Developing Business Idea, Preparing Feasibility Report; Project Formulation - Feasibility Analysis Techno - Economic Analysis, Financial Analysis, Profitability Analysis; Significance of a business plan, components of a business plan.

(10 Hrs)

Unit V: Prototype phase: Design the solutions, Overview of the Prototype phase, Methods within Prototype phase. Test phase: Validate the solutions, overview of the Test phase, methods within test phase.

(09 Hrs)**Textbooks:**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Designing for growth: A design thinking tool kit for managers	Jeanne Liedtka and Tim Ogilvie	Columbia University Press	1 st (2011)
2	The Design thinking playbook	Michael Lewrick, Patrick Link, Larry SSSLeifer	Wiley	1 st (2018)

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	"Presumptive design: Design provocations for innovation	Leo Frishberg and Charles Lambdin	Morgan Kaufmann	1 st (2016)