



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

DESIGN THINKING FOR MANAGERS (BCMMI - 306)

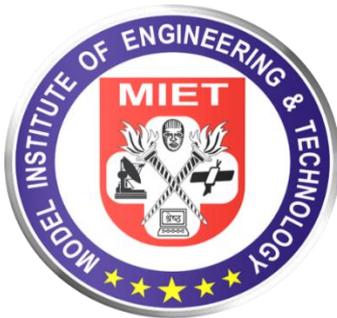
BCOM-3rd SEMESTER

ACADEMIC YEAR (2024-25)

Dr. Vibhu Johar

Assistant Professor

Bachelor of Commerce



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



	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)

Section B

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

(09 Hrs)

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.

(9 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)

COURSE PLAN

Unit-I Design Thinking

S.No	Topics	Recommended Books
1	Introduction of Design Thinking	Book 1, Ch 1
2	Framework	Book 1, Ch 1
3	Phase Design i.e., Empathize, Define, Ideate, Prototype, and Test	Book 1, Ch 1
4	Design Thinking in the organization.	Book 1, Ch 1

Unit-II Empathize Phase

5	Discover design problems	Book 1, Ch 2
6	Overview of the empathize phase	Book 1, Ch 2
7	Define project stakeholders	Book 1, Ch 2
8	Methods within empathize phase.	Book 1, Ch 2
9	Frame the design problems	Book 1, Ch 2
10	Overview of the define phase	Book 1, Ch 2
11	Methods within Define phase.	Book 1, Ch 2

Unit-III Ideate Phase

12	Come up with multiple solutions	Book 1, Ch 3
13	Overview of the Ideate phase	Book 1, Ch 3
14	Methods with in the ideate phase	Book 2, Ch 3

Unit-IV Project Proposal

15	Project Identification - Developing Business Idea, Preparing	Book 2, Ch 4
----	--	--------------



	Feasibility Report; Project Formulation	
16	Feasibility Analysis Techno – Economic, Financial, profitability	Book 2, Ch 4
17	Significance of a business plan, Components of a business plan	Book 2, Ch 4
Unit-V Prototype phase		
18	Design the solutions	Book 2, Ch 5
19	Overview of the Prototype phase	Book 2, Ch 5
20	Methods within Prototype phase	Book 2, Ch 5
21	Test phase: Validate the solutions	Book 2, Ch 5
22	overview of the Test phase, methods within test phase	Book 2, Ch 5

ADDITIONAL WEB RESOURCES

1.	Coursera: Design thinking for innovation, https://www.coursera.org/learn/uva-darden-design-thinking-innovation Design thinking and global startup, https://www.coursera.org/learn/startup101 Book: Design thinking hand book e- book by Eli Woolery
2.	NPTEL: Videos on design thinking for managers https://www.youtube.com/watch?v=PYUxpmLz7xo

GRADING AND ASSESSMENT

- **Sessional Test:** 20
- **Assignment:** 10
- **Attendance:** 10
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
vibhu.mba@mietjammu.in