

<b>Course title:</b> Design Thinking				
<b>Course code:</b> UBA 306	<b>No. of credits:</b> 2	<b>L-T-P:</b> 20-10-0	<b>Learning hours:</b> 30	
<b>Pre-requisite course code and title (if any):</b> NA				
<b>Department:</b> Policy and Management Studies				
<b>Course coordinator:</b> Dr. Moumita Acharyya			<b>Course instructor:</b> Dr. Moumita Acharyya	
<b>Contact details:</b>				
<b>Course type:</b> Core			<b>Course offered in:</b> Semester 6	
<b>Course Description</b> This course will be an introduction to Design Thinking (DT). This course will let the learners understand the underpinnings of design thinking, and work with the DT framework and tools to help them understand design thinking as a creative problem-solving approach. We will also explore unique stories from organizations and teams that used design thinking to uncover compelling solutions.				
<b>Course objectives</b> The course aims to: <ul style="list-style-type: none"> <li>• Instill the Design Thinking approach</li> <li>• Develop the understanding and implementation of Design Thinking framework Apply Design Thinking tools to solve a problem</li> <li>• Conceive and ideate persuasive solutions using Design Thinking approach.</li> </ul>				
<b>Course Content</b>				
<b>Module</b>	<b>Topic</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.	Problem Solving Visual problem solving Experience economy and the context of Digital	2	1	
2.	Design Thinking Philosophy The three lenses of Innovation Why Design thinking Rudiments of Design Thinking	2	1	
3.	Design Thinking Framework and Tools Five (5) phases of Design Thinking Framework Design Thinking Framework: Empathy, Define, Ideate, Test, Prototype Design Thinking Tools: Storyboarding, Build Measure Learn Feedback DIY: Design Thinking Tools	4	2	
4.	Design Thinking Experience Problem identification in the context of the Design Thinking Framework. Problem Identification DIY – Design Thinking Process Empathy, Define, Ideate, Test, Prototype Blog: DT Phases to solve a problem.	4	2	0
5.	Design Thinking in Practice Design Thinking Solution Working as teams of four (4) they will work on aspects of using DT with appropriate tools to solve the problem. Design Thinking for Business Sustainability, Product, Service, Consultancy and Social Domains DIY – Design Thinking Process for the Proposed problem	4	2	0
6.	Design Thinking Unique Case Studies Group Presentation: Minimum Viable Product for the proposed problem The Way Forward	4	2	0
<b>Total</b>		<b>20</b>	<b>10</b>	<b>0</b>

<p><b>Evaluation criteria</b></p> <p><b>Test 1 Group Presentation: Problem in Context with DT Phases 30 marks</b> The group presentation component will be evaluated by the course coordinator (40 %), an external faculty (40 %) from the department of business studies, and peer evaluated (20%).</p> <p><b>Test 2 DT Use Case 20 marks</b> Each team will create a present and submit a use case: a minimum viable product they developed for their problem using design thinking. The final presentation minimum viable product and report submission will be assessed by a three-member panel, course coordinator (50 %), internal observer and an external faculty (30 %) (course reviewer / industry domain expert). A peer contribution component will be a part of the individual assessments.</p> <p><b>Test 3 Design Thinking Workbook Submission 20 marks</b> Every group submits their entire documentation on various design thinking phases right from customer journey map to testing feedback of prototype.</p> <p><b>Test 4 Final Prototype Presentation 30 marks</b> All groups present their final prototype presentation including all the six phases of design thinking. The presentation is evaluated by external judges.</p>
<p><b>Learning outcomes:</b> By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. conceive and articulate the Design Thinking approach</li> <li>2. Contextualize a complex problem in the purview of Design Thinking</li> <li>3. Ideate solution based on the Design Thinking framework</li> <li>4. create and present a unique solution based on Design Thinking</li> </ol>
<p><b>Pedagogical Approach</b> The course will be delivered through lectures, Interactive and experiential learning will be enabled by brainstorming, Case studies, Group Discussion, Videos, and Audio. Visual problem solving is an important part in Design Thinking, the course will use, post it Notes (Mix Colour) methods to accomplish this.</p>
<p><b>Materials</b> Books Required text: Liedtka, J. and Ogilvie, T. (2011). Designing for Growth – a Design Thinking Toolkit for Managers. Columbia Business School Publishing</p>
<p><b>Compulsory Readings</b></p> <ul style="list-style-type: none"> <li>- Design Thinking for the Greater Good: Innovation in the Social Sector by Jeanne Liedtka (Columbia Business School Publishing) Hardcover – September 5, 2017</li> <li>- The Back of the Napkin (Expanded Edition): Solving Problems and Selling Ideas with Pictures by Dan Roam Paperback – February 26, 2013</li> <li>- Design Thinking 101, Sarah Gibbons, 2016, <a href="https://www.nngroup.com/articles/design-thinking/">https://www.nngroup.com/articles/design-thinking/</a></li> <li>- Brown Tim, (2008) Design Thinking, Harvard Business Review</li> <li>- Liedtka Jane, The Essential Guide to Design Thinking - Generate new solutions with design thinking: a problem-solving process that combines creative and analytical thinking, E-Book, Darden Executive Education, University of Virginia.</li> <li>- Cross Nigel, Design Thinking: Understanding How Designers Think and Work, Link: <a href="https://books.google.co.in/books?id=F4SUVT1XCCwC&amp;lpq=PT5&amp;ots=7PTAzYVs0j&amp;dq=Design%20Thinking&amp;lr&amp;pg=PT22#v=onepage&amp;q=Design%20Thinking&amp;f=false">https://books.google.co.in/books?id=F4SUVT1XCCwC&amp;lpq=PT5&amp;ots=7PTAzYVs0j&amp;dq=Design%20Thinking&amp;lr&amp;pg=PT22#v=onepage&amp;q=Design%20Thinking&amp;f=false</a></li> </ul> <p>Weblinks</p> <ul style="list-style-type: none"> <li>- Designit - <a href="https://www.designit.com/">https://www.designit.com/</a></li> <li>- Mind Tools : <a href="https://www.mindtools.com/pages/article/design-thinking.htm">https://www.mindtools.com/pages/article/design-thinking.htm</a></li> </ul>
<p><b>Additional information (if any)</b> Recommended Audit of Course – Design Thinking for the Greater Good: Innovation in the Social Sector <a href="https://www.coursera.org/learn/uva-darden-design-thinking-social-sector/home/welcome">https://www.coursera.org/learn/uva-darden-design-thinking-social-sector/home/welcome</a></p>
<p><b>Student responsibilities</b> The students are expected to submit assignments and all evaluation component within the timelines and come prepared with readings when provided. Attendance and Participation in Group Presentation sessions is mandatory, and course feedback is obligatory.</p>

**Course reviewers**

1. Dr. Sanyukta Jolly, Professor, IILM, Lodhi Road
2. Dr. Ashutosh Srivastava, Professor of Practice, FORE School of Management