JAIPURIA INSTITUTE OF MANAGEMENT
PGDM; TRIMESTER II; ACADEMIC YEAR 2019-20

Course Code and title	GM 202 Design Thinking (Workshop)
Credits	1
Term and Year	II Term, 2019 -20
Course Pre-requisite(s)	
Course Requirement(s)	
Course Schedule (day and time of class)	As per time table
Classroom # (Location)	
Course Instructor	Prof. Shalini Rahul Tiwari
Course Instructor Email	
Course Instructor Phone (Office)	
Student Consultation Hours	
Office location	

1.Course Overview:

In today's increasing complexity of digital technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a great role in finding meaningful pathways - its process and tools are increasingly being adopted in Lean Six Sigma processes and in organizational innovation initiatives. Design thinking is a human-centered, iterative problem-solving process of discovery, ideation, and experimentation that employs various design-based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge. A Design Thinking mindset is essential for development of Internet of Things (IoT) platforms, smart products and Smart Cities. Industry practitioners of Design Thinking include Apple, Google, Samsung, Uber, Airbnb, IDEO, Nike, Procter & Gamble, Singapore Airlines, DBS Bank,

 In this action-oriented workshop, students will work in teams (6-8), guided by facilitator to experience a customer-centric approach to problem solving through re-imagination of end-to-end customer experience journey. Students will develop skills such as ethnographers, visual thinkers, strategists and

story-tellers through a hybrid of workshop discussions and activities. It covers building empathy through ethnographic research, generating ideas, prototyping and testing new concepts.

The goal of this course is that students acquire Design Thinking skills. This is a workshop-based course where students learn by doing. Nowadays, Design Thinking and its tools are used by product and industrial design firms to ideate products. It is also used to solve so called "wicked problems" – problems for which neither question nor the answer is well defined.

2. Graduate Attributes (GAs), Key Differentiators (KDs), Programme Learning Outcomes (PLOs), and CLOs

Graduate Attributes (GAs)

GA 1: Self-initiative

GA 2: Deep Discipline knowledge

GA 3: Critical Thinking and Problem Solving

GA 4: Humanity, Team-Building and Leadership Skills

GA 5: Open and Clear Communication

GA 6: Global Outlook

GA 7: Ethical Competency and Sustainable Mindset

GA 8: Entrepreneurial and Innovative

Key Differentiators

KD 1: Entrepreneurial Mindset

KD 2: Critical Thinking

KD 3: Sustainable Mindset

KD 4: Team-Player

Programme Learning Outcomes (PLOs)

The graduates of PGDM at the end of the programme will be able to:

PLO 1: Communicate effectively and display inter-personnel skills

PLO 2: Demonstrate Leadership and Teamwork towards achievement of organizational goals

PLO 3: Apply relevant conceptual frameworks for effective decision-making

PLO 4: Develop an entrepreneurial mind set for optimal business solutions

PLO 5: Evaluate the relationship between business environment and organizations

PLO 6: Demonstrate sustainable and ethical business practices

PLO 7: Leverage technologies for business decisions

PLO 8: Demonstrate capability as an Independent learner

Course Learning Outcomes (CLOs):

After attending the workshop, the students will be able to:

CLO1. Acquire deep understanding of the Design Thinking principles, process and tools. (K)

CLO2. Apply Design Thinking framework as a structured process to solve problems, generate breakthrough ideas and co-create an improved customer experience journey. (S)

3. Mappings

Mapping of CLOs with GAs

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8
	Self-initiative	Deep discipline knowledge	Critical thinking & Problem solving	Humility, Team-Building and Leadership Skills	Open and Clear Communication	Global outlook	Ethical competency &sustainable mindset	Entrepreneurial and innovative
CLO 1								X
CLO 2								X
Total								2

Mapping of CLOs with Key Differentiators (KDs)

	KD 1 (Entrepreneurial Mindset)	KD 2 (Critical Thinking)	KD 3 (Sustainability Mindset)	KD 4 (Team Player)
CLO 1	X			
CLO 2	X			
Total	2			

Mapping of CLOs with PLOs

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8
CLO 1				X				
CLO 2				X				
Total				**2**				

Mapping of CLOs with KSA

CLOs	Knowledge (K)	Skills (S)	Attitude (A)
CLO 1	X		
CLO 2		X	
Total	**1**	1	

4. Books & References:

Recommended Readings:

- Tim Brown (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Harper Collins.
- Design for the Real World by Victor Papanek
- This is Service Design Thinking by Marc Stickdorn and Jakob Schneider
- Wicked Problems in Design Thinking by Richard Buchanan
- Designing for Service: Creating an Experience Advantage by Hugh Dubberly and Shelley Evenson
- Back to Drawing Board – Schumpeter - https://www.economist.com/news/business/21580444-design-companies-are-applying-their-skills-voluntary-and-public-sectors-back

5. Session Plan

Workshop No.	Topic/ Sub Topic	Reading Reference	Pedagogy	CLOs
1	**Introduction & Problem Discovery** What is design thinking? What design thinking is not? Applications of design thinking in industries. Benefits of design thinking. Case studies of design thinking. People centered design thinking. Evoking the right problem.	https://www.ideou.com/blogs/inspiration/what-is-design-thinking	Caselets / Examples / Video	CLO 1
2 &3	**Five Phases of Design Thinking** **Empathize** - *understand your customers/users* **Define** - *define clear project/business objectives* **Ideate** - *explore ideas and solutions* **Prototype** - *build and visualize ideas and solutions* **Test** - *review and decide*	https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf	Classroom discussion / Activity	CLO 1
4 &5	Presentation by Student Groups on Products Selected / Modified/ Prototypes developed by them.			CLO 2

Design Thinking Tools & Templates
- Empathize - *Personas, empathy map and user feedback*
- Define - *Point of view, how might we, stakeholder map, customer journeys, context map and opportunity map*
- Ideate - *Ideation techniques (e.g. Brain writing, Nyaka method, What if, etc.), sketches, prioritization matrix, affinity diagram and idea evaluation matrix*
- Prototype - *Physical prototypes, wireframes and storyboards*
- Test - *User feedback, observation and evaluation matrix*
- **Teaching Pedagogy**

- o   Case studies
- o   Lectures
- o   Discussions
- o   Hands-on group exercises
- o   Ideation Sprint

Instructional Methods & Expectations

The learning in this class will be roughly split into lecture/discussion and "in-class exercises" or project work. Learning will primarily be experiential in nature – through case analyses, group exercises, and a team project. Prototypes using paper or other easily accessed materials will be expected of this project. Teams of six to eight students will be formed for the project/exercises.

6. Assessment Tasks

Assessment Component	Description	Weightage	CLOs
Project Report	Group Assignment (6-8 students per group): Prepare a report on products selected / modified / Prototypes developed by them.	70	CLO 3
Project Presentation	Group Presentations	30	CLO 3

7.Academic Conduct

Institute's Policy Statements

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required reading, preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

LMS-Moodle/Impartus

LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lectures, additional reading materials, and tutorial notes to support class participation.

Late Submission

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read the Student Handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception will be if the students can demonstrate that the work is their own and they took reasonable care to safeguard against copying.