Syllabus for design thinking for students

Week	Day	Modules	Topics	Sub Topics	Hours
Week 1	Day 1 14th July	Modules 1	Introduction to Design Thinking	• Introduction to Design Thinking and Innovation: Overview • Origin and Purpose of Design and Innovation • Design Thinking and its Benefits	4 hours
	Day 2 16th July			• Applications of Design Thinking • The Design Thinking Process • Key Features of the Design Thinking Process • Cognitive Models Applied in Design Thinking	4 hours
Week 2	Day 1 21st July	Module 2	Design Thinking Approach for New Product Development	• Design Thinking Approach for New Product Development: • Overview Innovation Models • Ideas and Opportunities for Innovation	4 hours
	Day 2 23rd July			• Jeanne Liedtke's Framework for Design Thinking • Tools Used in the Design Thinking Process • Visualisation in the Design Thinking Process	4hours
Week 3	Day 1 28th July	Module 3	Design Thinking Approach for Deciphering Needs	• Design Thinking Approach for Deciphering Needs: • Overview Value Chain Analysis • Mind Mapping	4 hours
	Day 2			• Value Proposition Canvas • User Need Statements	

	30th July			• How Might We Statements	4hours
Week 4	Day 1 04th Aug	Modules 4	Design Thinking Approach for Idea Generation	• Design Thinking Approach for Idea Generation: • Overview Problem Framing Canvas • Project work	4hours
	Day 2 06th Aug			• Preparing for Idea Generation • Brainstorming • Reverse Brainstorming	4hours
Week 5	Day 1 11th Aug	Module 5	Design Thinking Approach for Concept Development	• Design Thinking Approach for Concept Development: • Overview Innovation Idea Funnel • Concept Development	4hours
	Day 2 13th Aug			• Product Concept • Product Concept Ideation • Back of Napkin	4hours
Week 6	Day 1 30th March	Module 6	Design Thinking Approach for Concept Evaluation	• Design Thinking Approach for Concept Evaluation: • Overview Testing Assumptions • The Kano Model	4hours
	Day 2 18th Aug			• Value/Ease Matrix • Rapid Prototyping • Preparing for Feedback	4hours
	Day 1 20th Aug	Module 7		• Design Thinking Approach for Obtaining User Feedback: • Overview Minimum Viable Product • Customer Co-Creation	4hours

Week 7	Day 2 25th Aug		Design Thinking Approach for Obtaining User Feedback (What Works)	• Learning Launches • Getting Started on the Design Thinking Journey • Design Thinking Approach for Obtaining User Feedback: Summary	4hours
Week 8	Day 1 27th Aug			Project Work	4hours

Training Schedule:

4 Hours per day preferably weekends or Friday & Sunday.

Batch Timing: 09am to 01 pm

The training programme is of 60 hours.

Target Audience: Students from Engineering Background, MBA, Degree Colleges, Doctorates, PhD.