Course title: Design Thinking			
Course code: PPM 179	No. of credits: 2	L-T-P: 12-18-0	Learning hours: 30
Pre-requisite course code and title (if any): NA			
Department: Policy and Management Studies			
Course coordinator:		Course instructor:	
Contact details:			
Course type: Core		Course offered in: Semester 3	

Course Description

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.

Course objectives

The course aims to:

- Instill the Design Thinking approach
- Develop the understanding and implementation of Design Thinking framework Apply Design Thinking tools to solve a problem
- Conceive and ideate persuasive solutions using Design Thinking approach.

Course Content

Module	Topic	L	T	P
1.	Problem Solving Visual problem solving Experience economy and the context of Digital	2	2	0
2.	Design Thinking Philosophy The three lenses of Innovation Why Design thinking Rudiments of Design Thinking	2	2	0
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	2	3	0
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.	3	4	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	2	3	0
6.	Design Thinking Unique Case Studies Group Presentation: Minimum Viable Product for the proposed problem The Way Forward	1	4	0
	Total	**12**	**18**	**0**

Evaluation criteria
Test 1 Quiz (Module 1, 2 and 3): (30%) end of module 3
Test 1 will be a paper-based exam which with multiple option questions and descriptive questions. The exam will evaluate the student understanding on the Design Thinking Approach, Philosophy, Framework and Tools.
Assignment - Blog (Individual + Group) (Module 3 and 4):15% (assigned at the beginning of module 2 and will evolve of the course duration)
The Design Thinking blog component is equivalent to the assignment and will be evaluated by the course coordinator. The blog creation assignment will be. The blog will be based on application of Design Thinking Framework and Tool and will be document a DT experience; the blog will be evaluated on process, inferences, creativity, and clarity. This blog will be hosted in the blog website "Medium" and will remains as an artifact in the web domain for future evolution.

Test 2 Group Presentation: Problem in Context with DT Phases (Module 3 and 4): 20% will be conducted during module 4
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%).

Test 3 DT Use Case (Minimum viable Product Unique Case) (Module 5 and 6): 35% will be conducted during module 6.
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.

Learning outcomes:
By the end of the course, students will be able to:
1. conceive and articulate the Design Thinking approach
2. Contextualize a complex problem in the purview of Design Thinking
3. Ideate solution based on the Design Thinking framework
4. create and present a unique solution based on Design Thinking

Pedagogical Approach
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.

Materials
Books
Required text: Liedtka, J. and Ogilvie, T. (2011). Designing for Growth – a Design Thinking Toolkit for Managers. Columbia Business School Publishing

Compulsory Readings
- Design Thinking for the Greater Good: Innovation in the Social Sector by Jeanne Liedtka (Columbia Business School Publishing) Hardcover – September 5, 2017
- The Back of the Napkin (Expanded Edition): Solving Problems and Selling Ideas with Pictures by Dan Roam Paperback – February 26, 2013
- Design Thinking 101, Sarah Gibbons, 2016, https://www.nngroup.com/articles/design-thinking/
- Brown Tim, (2008) Design Thinking, Harvard Business Review
- 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.
- Cross Nigel, Design Thinking: Understanding How Designers Think and Work, Link:
https://books.google.co.in/books?id=F4SUVT1XCCwC&lpg=PT5&ots=7PTAzYVs0j&dq=Design%20Think ing&lr&pg=PT22#v=onepage&q=Design%20Thinking&f=false
Weblinks
- Designit - https://www.designit.com/
- Mind Tools : https://www.mindtools.com/pages/article/design-thinking.htm

Additional information (if any)
Recommended Audit of Course – Design Thinking for the Greater Good: Innovation in the Social Sector
https://www.coursera.org/learn/uva-darden-design-thinking-social-sector/home/welcome

Student responsibilities
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.

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Course reviewers
1. Dr. Gerrit De Waal, Department of Management, RMIT University, Melbourne City Campus.
2. Mr. Shashank Deshpande, Chief Design Officer, Globant India, Pune
3. Mr. Praveen Bhond, Agile Consultant, Pune