

SVKM's NMIMS Deemed-to-be University
Mukesh Patel School of Technology Management and Engineering

Program: B Tech All Programs [except CSBS, CSE(DS) 311 (VT), MBA Tech All Programs / B Tech Integrated (All Program)]				Semester: I/ II / V / VI	
Course: Design Thinking				Code: 702BS0C011	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks -50)	Term End Examinatio ns(TEE)
2	0	0	0	Marks Scaled to 50	-- -
Pre-requisite: -					
Course Objective The objective of this course is to understand the concept of Design thinking through engaging the students in projects/ assignments that illustrate the various pillars of Design thinking. Imbibe the higherorder skill of Design thinking which they will be able to apply in various projects during their course, to create new products & services.					
Course Outcomes After completion of the course, students will be able to- <ol style="list-style-type: none"> 1. Develop a human-centric approach towards problem solving 2. Apply design thinking principles to come up with innovative solutions to problems and challenges 					
Detailed Syllabus					
Unit	Descriptions				Duration
1.	Introduction to Design Thinking -Design Thinking as 'Experience Innovation' - Concepts of Customer Desirability, Technological Feasibility, Business Viability and their significance				02
2.	Case Study: Discussion on HBR article Design Thinking by Tim Brown (Pre-Read based analysis of all four case studies covered in article)				02
3.	Mindset Creation - Growth Mindset vs. Fixed Mindset - Essential elements of Design Thinking Mindset - Case Study: Jeff Bezos-Amazon's approach of being Customer Obsessed				02



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4.	- Pillars of Design Thinking - Introduction to Stages of Design Thinking based on Stanford d. School	02
5.	Case Study for Application of Design Thinking IDEO Shopping Cart (Case Video followed by debrief/class discussion)	02
6.	Empathy [A] -Introduction to empathy -Decoding Customer Behaviour using DT (using case study method)	02
7.	Empathy [B] -Tools: Understanding Consumer's Unmet Needs & Pain Points: (Observation, Focused Interviews, Shadowing, Journey Mapping) - Rules and tips for each specific tool (Class activity based learning for each tool)	04
8.	Empathy [C] Debrief of Class Activity for Journey Mapping Empathy Case Study: 'Embrace- Infant Incubator'	02
9.	Define -Analysis of data gathered from Empathy stage through tools like Clustering & Affinity Diagrams -Building Problem Statements & understanding POV -Tools: Framing problems as 'How Might We?' questions	02
10.	Ideate -Concept of Semi-structured approach to Ideation in DT -Rules of Ideation -Tools: Brainstorming, Brainwriting, Dot Voting	02
11.	Ideate -Class Activity to demonstrate Brainstorming & Dot Voting - Case Study for Out of the Box Idea Generation: Steelcase	02
12.	Prototype -Introduction to concept of prototyping & basic techniques of rapid prototyping -Introduction to Low fidelity vs. High fidelity prototypes and their significance in the Design Thinking process -General information on user testing & MVPs - Case Study for Prototyping & User Testing: Nordstorm Innovation Lab	02



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13.	Term End Group Project Analysis of Design Thinking success stories from across various domains – Students are expected to build a presentation based on the design thinking led success story of their chosen company/organization	04
	Total	30
Textbook and Reference Books		
1. Idris Mootee , <i>Design Thinking for Strategic Innovation</i> , Wily, 2014.		



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