



Dayananda Sagar  
University Bengaluru

2021

## Workshop: Design Thinking



Dayananda  
Sagar University  
Bengaluru

In a world that grows more complex and intensely connected each day, strategy and design thinking are no longer just the playground of design-focused companies. By adopting design thinking principles, businesses can develop low cost working prototypes for various needs and test them in real time.

According to the IBM 2017 Global C-suite Study, *"Organizations of all sizes are prioritizing personalized customer experiences. The enterprises that most effectively deliver on this imperative are using design thinking to manage complexity, orchestrate across channels and truly understand their customers' motivations."* The program on Design Thinking is conducted over eight hours and has an intensive problem-solving exercise that needs to be completed for certification and is brought to you by a university of repute.

### Contents

**Module 1** — Introduction: About design thinking and designers, design principles, design thinking and other methods, tools for inspiration.

**Module 2** — Design thinking strategy and capability: Build design thinking strategy and capability (structure, culture, skills, process) in an organisation to define the organisation's design journey

**Module 3** — Explore: Discover challenges, interpret through empathy study, understand various tools of empathy study and perform risk assessment

**Module 4** — Ideate: Generate ideas, shortlist a workable solution, perform risk assessment

**Module 5** — Create: Develop prototypes that provide MDE (Minimum Delightful Experience) of a big idea, get feedback, perform financial analysis of the solution and risk assessment

**Module 6** — Evolve: Track success and scale the solution

**Module 7** — Design for services: Product vs services, service development and experience lifecycle.

### Who should attend?

This course can be attended by professionals (mid-senior level) from across domains and industries.

### Program Outcomes

- Apply Design Thinking concept as a habit
- Work in a team to visualise and design a possible new product or service
- Listen to the customer — empathise to understand hidden/latent needs
- Improve your decision-making capabilities
- Measure risks involved in design assessments

### PROGRAM SCHEDULE

#	Topic	Module	Day/ Date	Time
1	Inspiration	Module I	Saturday, 27-Feb'2021	09:30 – 16:30
2	Strategize	Module II		
3	Explore	Module III		
4	Ideate	Module VI		
5	Create	Module V		
6	Evolve	Module VI		
7	Design	Module VII		

Sessions will be conducted live at the campus (DSU Innovation Campus, Kudlu Gate)

## Resources



*Dr. Rahul Dighe, professor of Supply Chain Management at Dayananda Sagar University, is an alumnus of IIT-B and the Massachusetts Institute of Technology, Cambridge, USA where he received a doctorate in engineering. He then worked at large organizations in India, Japan and the United States. Dr. Dighe drove innovation at IBM, India for close to decade.*



*Capt. Nagaraj Subbarao, Dean - Post Graduate Programs in Management, Dayananda Sagar University, is a professor of strategy and organization behaviour. He is a Master Mariner, with a specialization in Ocean Engineering & Navigation. He also has a specialization in strategy and leadership from the University of Illinois (UC), USA.*

### Contact for Registration:

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### Program Fee:

**Class Size** : 20 Nos (Twenty only) – First come, first serve basis  
**Price** : **INR Rs. 5,000/- (Industry)**  
: **INR Rs. 3,000/- (Faculty only)**

<b>Program Fees payable by Net-Banking/Online Transfer in favour of:</b>	
<b>Name:</b>	<b>Dayananda Sagar University</b>
<b>Bank Name:</b>	<b>IndusInd Bank</b>
<b>Current Account No:</b>	<b>100044771729`</b>
<b>IFSC Code:</b>	<b>INDB0000166</b>
<b>Branch</b>	<b>Malleswaram</b>

**Dayananda Sagar University**, Bangalore is part of the Dayananda Sagar Group of Institutions and steeped in a legacy of higher education of over six decades. The university's executive education programs for working professionals are driven by industry needs and provide an opportunity for working professionals to acquire new skills and competencies. ([www.dsu.edu.in](http://www.dsu.edu.in)).

Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences Arts, Commerce, Sciences, Pharmacy, Nursing, Allied Health, as well as Business Management and Information Technology.

