

## Advanced Certificate Program in Design Thinking



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 twelve 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.

### Course 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

## Schedule

#	Topic	Module	Day & Date	Time - Hours
1	Inspiration	Module I	Saturday, March 14,2020	09:30 – 16:30
2	Strategize	Module II	Saturday, March 14,2020	09:30 – 16:30
3	Explore	Module III	Saturday, March 14,2020	09:30 – 16:30
4	Ideate	Module IV	Sunday, March 29, 2020	09:30 – 16:30
5	Create	Module V	Sunday, March 29, 2020	09:30 – 16:30
6	Evolve	Module VI	Sunday, March 29, 2020	09:30 – 16:30
7	Design	Module VII	Sunday, March 29, 2020	09:30 – 16:30



Dr. Rahul Dighe, professor of management at Dayananda Sagar University, is an alumnus of IIT-B, Mumbai 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 – Executive Education, 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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Venue: Dayananda Sagar University, Kudlu Gate, Hosur Road, Bangalore -560068

Class Size: Twenty-four/ Price: INR 2500+ GST

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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.

