



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓			✓					

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓				✓					

Name of Board of Studies	Commerce
Name of the Department	Marketing
Name of Head of Department	Dr.Hrishikesh Soman
Title of the Course	Design Thinking
Course Code	-

Type of Course (New / Revised)	New
Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)	
Number of Credits	4
Name of the Faculty	Dr. Zakira Shaikh
Date of Approval by BoS	15 th March 2024
Date of Implementation	2024

Course Outcomes
1. Cultivate a mindset of continuous innovation and improvement.
2. Develop empathy for users and stakeholders.
3. Generate creative ideas through brainstorming and ideation techniques.
4. Develop prototype, Collect feedback, iterate and improve the ideas

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1.	<p>Title: Introduction to Innovation and Design Thinking</p> <ul style="list-style-type: none"> ● Origin and Purpose of Design and innovation ● How to Make Design Thinking Part of the Innovation Drill? ● A Design Thinker’s Personality Profile ● Define and reframe problems through a human-centered lens. ● Approach and Principles of Design thinking ● Stages in Design Thinking ● Models in Design Thinking: <ul style="list-style-type: none"> ➤ Stanford University d.school model ➤ 3i model of IDEO ➤ Herbert Simon: 7Stage design process ➤ The Double Diamond Model 	18 lectures
2.	<p>Title: Identifying insights and problem solving</p> <ul style="list-style-type: none"> ● Design Thinking Approach for Idea Generation ● Overview Problem Framing Canvas ● Preparing for Idea Generation ● Brainstorming and Reverse Brainstorming ● Brainstorming techniques 	15 lectures

	<ul style="list-style-type: none"> • Customer Journey Mapping • Mind Mapping: A powerful Design Thinking Tool for Creativity and Problem-Solving 	
3.	<p>Title: Prototype in Design Thinking</p> <ul style="list-style-type: none"> • Innovation through Empathy: Applying Design Thinking in Business and marketing • Divergent, convergent and visual thinking • Role of ethnography: Valuable tool in design thinking • Prototypes in Design Thinking: Types: Low-fidelity prototyping and High-fidelity prototyping • Prototyping Strategies: Horizontal Prototypes, Vertical Prototypes, Task-Oriented Prototypes, Scenario-Based Prototypes. • Sacrificial concepts , Using ‘sacrificial concepts’ to explore the direction of a product 	15 lectures
4.	<p>Title: Concept Evaluation and Feedback</p> <ul style="list-style-type: none"> • Overview on Testing Assumptions • The Kano Model • Value/Ease Matrix • Rapid Prototyping • Preparing for Feedback and obtaining user feedback Customer Co-Creation • Learning Launches 	12 lectures
Reference List		
<ol style="list-style-type: none"> 1. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value by Thomas Lockwood. 2. Design Thinking Methodology by Emrah Yayici 3. Design Thinking: Understanding How Designers Think and Work by Nigel Cross 4. Design Thinking Process and Methods by Robert Curedale 5. Design Thinking for Business Growth: How to Design and Scale Business Models and Business Ecosystems by M Lewrick 		

Principal
Symbiosis College of
Arts & Commerce, Pune-4.

Name and Sign of Head

Dr.Hrishikesh Soman

Examination Pattern

Internal – 60 Marks

External- 40 marks

Format of the Question Paper

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers