GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001061

Course / Subject Name : Design Thinking and Innovation

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Ability Enhancement Courses

Prerequisite: **UG Course**

Rationale:	Studying a Design Thinking course within a Bachelor of Business Administration (BBA) program equips students with a creative, problem-solving mindset that is crucial for modern business environments. Design Thinking emphasizes empathy, innovation, and a user-centric approach, enabling future business leaders to identify and solve complex problems in innovative ways. It encourages collaboration, rapid prototyping, and iterative learning, which are vital for developing solutions that align with customer needs.
	For BBA students, understanding Design Thinking fosters strategic thinking and adaptability, allowing them to approach business challenges from a fresh perspective. In a world where businesses must constantly innovate to stay competitive, this mindset helps students become more effective leaders, entrepreneurs, and managers. The course bridges the gap between theoretical business knowledge and practical application, making students better equipped to design customer-oriented products, services, and experiences that drive growth and sustainability in the business world.

Course Outcome: After Completion of the Course, Student will able to:

Sr. No.	Course Outcomes	RBT
CO1	Understand the fundamental concept of innovation and design thinking	U
CO2	Understand and learn the concept of design thinking for product and service development	U
CO3	Apply ideas and innovations in strategic business model canvass.	A

Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
				Theory		Practical		
L	T	P	C	ESE (E)	PA(M)	ESE (V)	PA (I)	

2	0	0	2	50	30	0	20	100

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	**Design Thinking Background:** Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline **Design Thinking Approach:** Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation	10	40
2	**Design Thinking Processes:** Numerous Approaches, Double Diamond Process, Five Stages Process, Designing for Growth Process, Role of Project Management **Design Thinking Tools and Methods** Different Stages - Empathize Stage, Define Stage, Ideate Stage, Prototype Stage, Test Stages, AEIOU Framework **Basics of Value Propositions:** Definition and concept **The Canvas**: The Customer Profile, Value Map and Fit, Shared model in team-based design – Theory and practice in Design thinking, MVP or Prototyping	15	60
3	**Practical:** The faculty member must discuss various examples and case studies of different products from different industries to make understand Design Thinking process. All students should choose the product or service of their choice and apply design thinking process/methods for innovation in future. The activity may be conducted in a group of 2-3 students.	05	NIL

		Total	**30**	**100**

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	**U Level**	**A Level**	**N Level**	**E Level**	**C Level**
0	80	20	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Suggested Learning Resources:

Books:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Designing for growth: A design thinking tool kit for managers",	Jeanne Liedtka and Tim Ogilvie	Columbia University Press
2	Design Thinking	Andrew Pressman	Routledge
3	Value Proposition Design: How to Create Products and Services Customers Want	Alexander Osterwalder; Gregory Bernarda; Yves Pigneur; Alan Smith; Trish Papadakos	John Wiley & Sons, 2014
4	Engineering Design	John.R.Karsnitz, Stephen O'Brien and John P. Hutchinson	Cengage learning (International edition) Second Edition, 2013
5	The Design of Business: Why Design Thinking is the Next Competitive Advantage	Roger Martin	Harvard Business Press , 2009
6	Design Thinking: Understand – Improve– Apply	Hasso Plattner, Christoph Meinel and Larry Leifer (eds)	Springer, 2011

References:
1. Yousef Haik and Tamer M.Shahin, "Engineering Design Process", CengageLearning,

SecondEdition, 2011.

2. Book - Solving Problems with Design Thinking - Ten Stories of What Works (Columbia BusinessSchool Publishing) Hardcover – 20 Sep 2013 by Jeanne Liedtka (Author), Andrew King (Author)

3. www.tutor2u.net/business/presentations/. /**productlifecycle**/default.html

4. https://docs.oracle.com/cd/E11108_02/otn/pdf/. /E11087_01.pdf

5. www.bizfilings.com › Home › Marketing › Product Developmen

6. https://www.mindtools.com/brainstm.html

7. https://www.quicksprout.com/. /how-to-**reverse**-**engineer**-your-competit

8. www.vertabelo.com/blog/documentation/**reverse-engineering**https://support.microsoft.com/en-us/kb/273814

9. https://support.google.com/docs/answer/179740?hl=en

10. https://www.youtube.com/watch?v=2mjSDIBaUlM

    thevirtualinstructor.com/foreshortening.html

11. https://dschool.stanford.edu/.../designresources/.../ModeGuideBOOTCAMP2010L.pdf https://dschool.stanford.edu/use-our-methods/

12. https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process

13. http://www.creativityatwork.com/design-thinking-strategy-for-innovation/ 49

14. https://www.nngroup.com/articles/design-thinking/

15. https://designthinkingforeducators.com/design-thinking/ www.designthinkingformobility.org/wp-content/.../10/NapkinPitch_Worksheet.pdf

Suggested Student Activities for PA:

1. Activity Based Learning (Suggested Activities in Class)/ Practical Based learning http://dschool.stanford.edu/dgift/ (refer)

2. Online course : https://onlinecourses.nptel.ac.in/noc19_mg60/preview

Students Activities (20 Marks)

The faculty member must discuss various examples and case studies of different products from different industries to make understand Design Thinking process. All students should choose the product or service of their choice and apply design thinking process/methods for innovation in future. The activity may be conducted in a group of 2-3 students.

1. Show Video/animation films to explain concepts and students must relate it with design thinking

concept and prepare a report.

2. Identify business problem needs and make collaborative (Group Learning) Learning efforts and create ideation and brainstorming session and students need to present the same.
3. Generate three HOTS (Higher-order Thinking) questions in the class, which promotes critical thinking
4. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develops thinking skills such as the ability to evaluate, generalize, and analyze information rather than simply recall it.

CO- PO Mapping:

Semester 2	Design Thinking and Innovation				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	-	1
CO2	1	2	2	-	-
CO3	-	-	2	2	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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