



Lesson Plan

Program: MBA **Semester:** I **Course Code:** KMBN 106 **Course Name:** Design Thinking

Course Objectives

(CO1): How to transform creative thinking into design thinking in every stage of your problem.

(CO2): How to apply design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions.

Session Duration: 60 minutes

Participants:

Entry level knowledge and skills of students

- i. Basic understanding on how to define problem/s and solution/s.
- ii. Working knowledge of some sectors like Health, Education, Finance, Infrastructure.

Equipment required in Classroom/ Laboratory/ Workshop: NA

Assessment Schemes

S. No.	Criteria	Marks (75)
1	AKTU End Term Examination	50
2	Internal Evaluation Scheme	25
2(a)	Class Tests	15
2(a)(i)	Class Test-I	7.5
2(a)(ii)	Class Test-II	7.5
2(b)	Teacher Assessment (Continuous Evaluation)	10
2(b)(i)	Attendance	2.5
2(b)(ii)	Case Study/Topic Based Presentation	2.5
2(b)(iii)	*GD	5
	*MCQ Based Assignment	1

Course Outcomes (starting with action-oriented observable and measurable verb)



(CO1): Gain in depth knowledge about creative thinking and design thinking in every stage of problem (K2, Unit 1)

(CO2): Applying design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions (K3, Unit 2)

(CO3): Understand and implement design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions (K4, Unit3)

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	Ho D's Remark with Date
Unit - 1							
1.	Innovation and creativity.	Meaning of Innovation and creativity.		Opening case & examples	CO1		
2.	Innovation and creativity.	Meaning of Innovation and creativity.		Examples	CO1		
3.	Innovation and creativity.	Difference between innovation and creativity,		Industry examples through Videos	CO1		
4.	Innovation and creativity.	Role of Innovation and creativity in Industry and organizations		Industry examples through Videos	CO1		



5.	Innovation and creativity.	Role of Innovation and creativity in Industry and organizations		Industry examples through Videos	CO1		
6.	Innovation and creativity.	dynamics of creative thinking		Improved lecture	CO1		
7.	Innovation and creativity.	Process of Design Thinking		Improved lecture	CO1		
8.	Innovation and creativity.	implementing the process in driving innovation,		Creating solution to some already existing business problems through brain storming and discussion	CO1		
Unit - 2							
9.	An exercise in design thinking & implementing design thinking	Exercise in design thinking process		Project method (Report making and presentation)	CO2		
10.	Exercise in design thinking process	Exercise in design thinking process		Project method (Report making and presentation)	CO2		
Unit - 3							
11.	Design Thinking in Various Sectors	Design Thinking in Health		Improved lecture	CO2		
12.	Design Thinking in Various Sectors	Design Thinking in Health		Improved lecture	CO2		



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13.	Design Thinking in Various Sectors	Design Thinking in Finance		Improved lecture	CO2		
14.	Design Thinking in Various Sectors	Design Thinking in Infrastructure		Improved lecture	CO2		
15.	Design Thinking in Various Sectors	Design Thinking in education		Improved lecture	CO2		
16.	Design Thinking in Various Sectors	Design Thinking in retail		Improved lecture	CO2		
17.	Design Thinking in Various Sectors	Design Thinking in banking		Improved lecture	CO2		
18.	Design Thinking in Various Sectors	Design Thinking in management decision		Improved lecture	CO2		
19.	Design Thinking in Various Sectors	Design Thinking in management decision		Improved lecture	CO2		
20.	Design Thinking in Various Sectors	Design Thinking in management decision		Improved lecture	CO2		
Unit - 4							
Revision							
21.	Unit 1		Recap with quiz and presentations				



22.	Unit 2	Recap with quiz and present ations	
23.	Unit 3	Recap with quiz and present ations	

Text Books: 1. Design Thinking - Strategic innovations by IRIS

2. Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY)

Reference Books: 1. The Design Thinking by Patrick, Michael Lewrick, Larry Leifer (WILEY)

2. The Art of Creative Thinking by Rod Judkins

Journals: 1. Beckman, S. L. (2020). To frame or reframe: Where might design thinking research go next? California Management Review, Vol. 62(2), p. 144-162.

2. Bicen, P., & Gudigantala, N. (2019). Designing the way forward: The role of design thinking in the era of digital creativity. Journal of Strategic Innovation and Sustainability, 14(5), p. 10-19.

3. Carlgren, L., Rauth, I., & Elmquist, M. (2016). Framing design thinking: The concept in idea and enactment. Journal for Creativity and Innovation Management, 25, p. 38-57.