

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Entrepreneurship	
Semester		III				Version		1.0.0.0	
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		IIIA11DTE		Subject Name		DESIGN THINKING FOR ENTREPRENEURS			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical			
Pre-requisites:									
Learning Outcome:									
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>IIIA11DTE.CO1: Understand the principles, mindset, and importance of design thinking in business and entrepreneurship.</li> <li>IIIA11DTE.CO2: Apply design thinking processes such as empathy, ideation, and prototyping to identify and validate innovative solutions.</li> <li>IIIA11DTE.CO3: Analyze various tools and frameworks like Double Diamond, D.School Process, and Business Model Canvas to design growth-oriented solutions.</li> <li>IIIA11DTE.CO4: Evaluate lean startup models and hybrid business frameworks for developing viable and sustainable entrepreneurial ventures.</li> </ul>									
Theory syllabus									
Unit	Content								Hr
1	Design Thinking Background: Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mind-set								15
2	Design Thinking Approach: Fundamental Concepts, Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation Design Thinking Resources: People, Place, Materials, Organizational Fit Design Thinking Processes: Numerous Approaches, Double Diamond Process, 5-Stage D.School Process, Designing for Growth Process, Role of Project Management								15
3	Design Thinking in Practice: Process Stages of Designing for Growth: What Is, What If, What Wows, What Works Design Thinking Tools and Methods: Purposeful Use of Tools and Alignment with Process, What Is: Visualization, What Is: Journey Mapping, What Is: Value Chain Analysis, What Is: Mind Mapping, What If: Brainstorming, What If: Concept Development, What Wows: Assumption Testing, What Wows: Rapid Prototyping, What Works: Customer Co-Creation, What Works: Learning Launch Design Thinking Application: Design Thinking Applied to Product Development								15
4	Lean StartUp Theory & Practice: Business models as a key concept of strategic management. Variety of business model frameworks: Canvas, 'Zott-Amit' model, BM navigator, 4W approach, Hybrid business models. Resource-based view (RBV). Overview of the Business model canvas, Business Model Generation, Lean Canvas (useful variation of								15
Practical content									
Text Books									

1	"Designing for growth: A design thinking tool kit for managers", by Jeanne Liedtka and Tim Ogilvie., 2011, ISBN 978-0-231-15838-1
2	"The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems", by Michael Lewrick, Patrick Link, Larry Leifer., 2018, ISBN 978-1-119-46747-2
<b>Reference Books</b>	
1	"Presumptive design: Design provocations for innovation", by Leo Frishberg and Charles Lambdin., 2016, ISBN: 978-0-12-803086-8
2	"Systems thinking: Managing chaos and complexity: A platform for designing business architecture.", "Chapter Seven: Design Thinking", by Jamshid Gharajedaghi, 2011, ISBN 978-0-12-385915-0
3	"Cross-cultural and user-centered design thinking in a global organization: A collaborative case analysis.", by Abildgaard, Sille Julie J., and Bo T. Christensen., She Ji: The Journal of Design, Economics, and Innovation 3.4 (2018): 277-289.
4	"Design thinking: A method or a gateway into design cognition?.", by Gabriela Goldschmidt, She Ji: The Journal of Design, Economics, and Innovation 3.2 (2017): 107-112
5	"Design thinking: past, present and possible futures.", by Johansson-Sköldberg, Ulla, Jill Woodilla, and Mehves Çetinkaya., Creativity and innovation management 22.2 (2013):121-146.
6	"Wicked problems in design thinking.", Richard Buchanan, Design Issues, Vol. 8, No. 2, (Spring 1992), 5-21

### Mapping of CO with PO and PSO:

Semester 3: Course Name: IIIA11DTE DESIGN THINKING FOR ENTREPRENEURS							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IIIA11DTE.CO1	3	2	1	2	3	2	1
IIIA11DTE.CO2	2	3	3	3	2	3	3
IIIA11DTE.CO3	3	2	2	2	3	2	2
IIIA11DTE.CO4	2	3	3	3	2	3	2

Semester 3: Course Name: IIIA11DTE DESIGN THINKING FOR ENTREPRENEURS			
Name of CO	PSO - 1	PSO - 2	PSO - 3
IIIA11DTE.CO1	2	2	3
IIIA11DTE.CO2	3	2	3
IIIA11DTE.CO3	2	3	3
IIIA11DTE.CO4	2	2	3