

Design Thinking - Syllabus

Sr. no	Topic	Duration (hrs)
1	Need to Innovate	2
2	The Howling Dog Syndrome	
3	Rebuilding New Mindset	
4	Observing the Market Shifts	2
5	Introducing Mindmapping Technique	3
6	Economic Value Addition	
7	Introduction to Design Thinking Process	
8	Empathy: Primary: Observe	2
9	Empathy: Primary: Ask & Read	2
10	Empathy: Secondary	3
11	Empathy Review:	
12	Define	
13	Ideate: Divergence 1. Brainstorm 2. Braindump 3. Brain Writing 4. Brain Walking	2
14	Ideate: Divergence 5. Challenge Assumptions 6. SCAMPER 7. Mindmapping 8. Sketch 9. Storyboard 10. Analogies	2
15	Ideate: Divergence 11. Provocation 12. BodyStorm 13. Creative Pause 14. 6 Thinking hats 2. Convergence - Bringing down the ideas to make sense 1. Affinity Diagram 2. Co-Create	3
16	Idea Review	2
17	Prototype	
18	Testing	
19	Stakeholder Analysis	1
20	Technology Utility and Application	2
21	Interaction Design	2
22	Interaction Design & Financial Understanding	3
23	Financial Understanding	
24	Financial Understanding	
25	Sectoral Analysis	2
26	Sectoral Analysis	2
27	Business Model Canvas	2
28	Building the Spirit of Cognitive Curiosity	2
29	Revisit Ideation	2
	TOTAL HRS	45

