



MANAGEMENT DEVELOPMENT PROGRAMME ON DESIGN THINKING FOR MANAGERS

CONTEXT AND OBJECTIVES

Context

The business landscape is changing each day. New paradigms such as everything-as-a-service or platform economy are being introduced. Disruptive technologies shake the old ways of doing business, be it marketing or finance or operations or manufacturing.

Managers are faced with the challenge of coping with sudden changes, and the problems that are introduced due to the changes. How does a manager or business respond to these new challenges that they have neither studied nor faced?

Objectives

The key objective of the program is to provide managers and decision-makers with a framework to solve almost any problem. This framework is called *Design Thinking*.

The participants in this program will learn to:

- Understand and articulate clearly a business problem
- Recognize the perspective of different stakeholders of the problem
- Work with multidisciplinary teams to come up with a solution
- Ideate and brainstorm in groups
- Evaluate solutions based on the identified constraints
- Collaboratively come up with a solution that is amenable to all stakeholders

TARGET PARTICIPANTS

The programme is open to junior to senior management professionals from any business vertical or industry. Diversity is encouraged.

PEDAGOGY

All interactions in class would be discussion, activity and workshop based. This is not a case study-based course.

TOPICS TO BE COVERED

Introduction to Design Thinking: Applicability of design thinking to different situations; Overview of the process: Understanding context, developing empathy, human- and life-centred approach, problem statement, ideation, prototyping, testing and critiques, iteration towards a workable solution.

Discovery and definition: Understanding the problem context; Asking questions to identify the right problem; Identifying stakeholders; Stakeholder or user personas - developing empathy by observation and interviews; Identifying constraints and requirements; Framing a problem without introducing bias; “How might we...”.

Exploration and ideation: Mind maps; Thinking visually; Collaborative ideation–whiteboards, digital whiteboard tools (Google Jamboard, Mural, Miro, etc.); Synthesis of ideas; Evaluating ideas from the perspective of constraints, requirements, and feasibility.

Prototyping: Introduction to prototyping; Importance of prototyping; Types of prototyping - low to high fidelity; Prototyping for products, services, and experiences; Making prototypes–physical, digital, roleplaying; Prototype key use cases;

Validation: Taking user feedback on the prototype for key use cases; the Think-Aloud protocol; Refining the prototype based on feedback and insights gained; Iterating;

Communicating to investors or decision-makers: Elevator pitch and Poster presentation.

PROGRAMME FEE, DURATION, DATE AND VENUE

The programme is residential, and it would be conducted at IIT Jodhpur. The duration of the programme is three days and it would be held on March 3-5, 2022. The fee for the programme is **Rs. 15,000 (excluding GST)** per participant.

Payment details along with the completed application form should reach by February 20th, 2023. The fee includes study material and lunch. It does not include travel and stay.

TERMS AND CONDITIONS

- The MDP will be conducted if a minimum of 10 participants register by the last registration date.
- If there are fewer than 10 registrations the MDP will be cancelled.
- If the MDP is cancelled, payment collected will be returned in your bank account.
- Participants need to make their own arrangements for their stay. Please write to <booking_ghouse@iitj.ac.in> to check if space is available in the guest house, referring to the MDP and the dates you have registered for. When writing to the guest house, please cc office_cep@iitj.ac.in

PROGRAMME COORDINATOR

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Link for Registration: <https://forms.gle/4etR4wxaatoxuzTY6>

Link for Payment: <https://oa.iitj.ac.in/ePay>