

Orientation to Design Thinking

Course Description:

Design thinking is a systematic method of solving problems and is different from traditional scientific or marketing focused approaches. Today industries, innovators, social entrepreneurs and leading universities across the globe are speaking and writing a lot about design thinking. It has taken a center stage in many organizations which are trying to rapidly adopt a user-centered approach and a culture in order to be more innovative. Design thinking is enabling individual and organizations to be more creative in developing new solutions that are unique in the market there by creating a large impact on the market and life of individuals. This is an introductory course that will help to understand the notions of Design Thinking along with some of the related tools, techniques and methods. Through interesting examples, case-studies and exercises the course will help to develop critical thinking and problem-solving abilities.

As part of the curriculum, an orientation to the Design Thinking course (40 to 60 hrs) is offered to all students across all programs at the university as part of the finishing school initiative. Students are required to complete the course online through the university's LMS portal (<http://lms.atmiyauni.ac.in>).

The course consists of a total of five modules. At the end of each module, students must complete a set of multiple-choice questions to assess their understanding.

Course Learning Objectives

- Describe design thinking and its use.
- Describe the variety of approaches within the design thinking discipline.
- Explain basic elements & practices in design thinking.
- Explain the use of various tools and methods in alignment to a specific design thinking approach.
- Explain the role of project management within design thinking.
- Apply design thinking for problem solving.

Course credential

1. Dr. D.D. Vyas – Registrar
2. Dr. G.D. Acharya-Professor Emeritus, FoET
3. Dr. Parag Rabara – Associate Professor, FoPS
4. Mr. Dhaval Vora - Assistant Professor, FoET
5. Dr. Pratik Kikani- Assistant Professor, FoET
6. Mr. Piyush Kashiyani- Assistant Professor, FoET
7. Mr. Bhavin Patel- Assistant Professor, FoBC



8. Dr. Amisha Ghelani - Assistant Professor, FoBC

9. Dr. Alpa Joshi-- Assistant Professor, FoBC

10. Mr. Paras Parmar-- Assistant Professor, FoBC

Finishing School						
FS 1 to FS 4 Compulsory to Earn Degree						
	Across I & II Semesters	FS 2: Fundamentals of Design Thinking (Online/Offline)	40 to 60 Hrs	1	Evaluation by Remarks	Audit course
FS 5 to FS 8 Options for Advanced Learners						
	Any semester from III to V/VII	FS 7: Advanced Design Thinking	-	1	Evaluation by Remarks	Audit course



Course Curriculum

FS 2:		
For the students admitted from A. Y. 2021-2022 & onwards		
Offering Department:		
Semester - III		
Course Code	Course Title	Course Credit and Hours
	Orientation to design thinking	1 hrs/wk(T)

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Course Purpose:

The main purpose of this course is to describe design thinking and its use, variety of approaches within the design thinking discipline and the explanation of basic elements & importance practices in design thinking. It also explain the use of various tools and methods in alignment to a specific design thinking approach, the role of project management within design thinking with application of design thinking for problem solving.

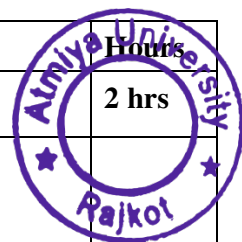
Course Outcomes: Upon completion of this course, the learner will be able to

CO No.	CO Statement	Blooms taxonomy Level (K ₁ to K ₆)
CO ₁	Describe design thinking and its use	K2
CO ₂	Explain basic elements & practices in design thinking	K3
CO ₃	Explain the use of various tools and methods in alignment to a specific design thinking approach	K3
CO ₄	Explain the role of project management within design thinking	K2
CO ₅	Apply design thinking for problem solving	K3

Course Content

Unit-I : Introduction to Design Thinking

About Course – Objective and bird view of course content
 How this subject links in the entire curriculum?
 Definition of Design Thinking, its context and evolution



Definition of Design Thinking, its context and evolution Variety of approaches in Design Thinking discipline	
Unit-II: Basic elements & practices in Design Thinking	3 hrs
Understanding essential elements in Design Thinking – Empathy, Ethnography, Divergent & Convergent Thinking, Visual Thinking, Prototyping, Validation, etc. Popular approaches in Design Thinking - Study of any 4 - 5 approaches like Double diamond approach, 5D approach, boot camp bootlag, Designing for growth, etc	
Unit- III: Tools and Methods in Design Thinking approach based on Designing for growth approach	4 hrs
About Designing for growth approach Tools and Methods used in various stages of Designing for growth approach with Examples	
Unit- IV: Fundamentals of Project Management	3 hrs
What is a Project What is Project Management and its importance Project Life Cycle and Phases Project Planning & Overview of Project Scheduling Tools Project Execution & Performance Monitoring	
Unit- V: Design Thinking – Case studies & Success Stories	3 hrs
Healthcare Agriculture IT industry Manufacturing Environment Social innovation	

Text books:

Betancur, J. (2017). *The Art of Design Thinking: Make more of your Design Thinking workshops. Colombia: Brick Startup.*

Reference books:

Liedtka, J., & Ogilvie, T. (2011). *Designing for growth: A design thinking tool kit for managers.* Columbia University Press.

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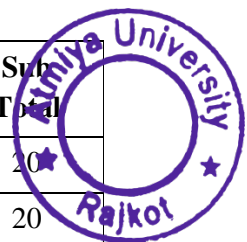
Pedagogic tools:

Power point presentation
Videos

Methods of Assessment & Tools:

Components of CIE: 100 marks

Sr. No.	Component	Marks	Sub Total
A	Assignment 1 MCQ	20	20
B	Assignment 2 MCQ	20	20




C	Assignment 3 MCQ	20	20
D	Assignment 4 MCQ	20	20
E	Assignment 5 case study submission	20	20
Grand Total			100



About LMS

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The great scientist and former President, Dr. APJ Abdul Kalam, wrote in the preface of his autobiography: "Each individual creature on this beautiful planet is created by God to fulfill a particular role." ATMIYA University bestows wisdom and knowledge upon the learner to recognize this particular role. Established on April 13, 2018, under the Gujarat Private University Act 11, 2018.

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- Unit 1_Session_5_Design ...
- Unit 2 - Basic elements ...

Announcements

- Unit 1 - Introduction to Design Thinking
- Unit 2 - Basic elements and practices in design thinking
- Unit - 3 Tools and Methods in Design Thinking approach based on Designing for growth approach
- Unit- 4 Fundamentals of Project Management
- Unit 5-Case study on Design Thinking

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A circular purple stamp-style logo for Atmiya University Rajkot. The text "Atmiya University" is written along the top inner edge of the circle, and "Rajkot" is written along the bottom inner edge. There are two small stars on either side of the text.

Facts and figures about DesignThinking course

Sr NO	Year	course offered to students	completed the course	% completed
1	2022-23	3000 +	2450 +	82 %
2	2023-24	3500 +	3000 +	85 %
3	2024-25	4000 +	In progress	In progress

