

Indian Institute of Technology Guwahati
Proposal for a New Course

Course Number & Title: BM 681H | **Design Thinking and Management**

L-T-P-C: **3-1-0-4**

Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): **Regular Letter Grades**

Kind of Proposal (New Course / Revision of Existing Course): **New Course**

Offered as (Compulsory / Elective): **Elective**

Offered to: **MBA**

Offered in (Odd/ Even / Any): **Any**

Offered by (Name of Department/ Center): **School of Business**

Pre-Requisite: **BM 515H or Equivalent**

Preamble / Objectives (Optional):

Design Thinking is becoming the major tool for achieving the strategic goals in business. Design and innovation is the key for achieving competitive advantage in the current business world. This course aims to discuss various frameworks, methods, tools and techniques for Design Innovation. The participants will get an opportunity to learn and discuss principles and practices of Design Thinking approach in management.

Course Content/ Syllabus:

Design Thinking: Methods and frameworks. Design Thinking in various organization levels: Strategic, Tactical and Operational Level of Design Management. Emerging trends in Design Management: Relevance of Design Thinking in achieving competitive advantage; Organizational transformation through strategic design management; Design management in Indian Context. Experience drivers and opportunities for Design. Tools and Methods for Identifying Opportunities for Design: PESTEL Analysis, Paradigm of Change model, Scenario Planning, Ansoff Matrix, BCG Matrix, Product Life Cycle in the context of Design.

Texts:

1. Kathryn Best, *The fundamentals of design management*. Bloomsbury Publishing, 2017.
2. David Hands, *Design Management: The Essential Handbook*. Kogan Page Limited, 2018.

References:

1. David Hands, *Vision and Values in Design Management*. Bloomsbury Publishing, 2017.
2. Roger Martin, *The Design of Business*. Harvard Business Press, 2009.
3. Vijay Kumar, *101 Design Methods: A structured approach for driving innovation in your organization*. John Wiley & Sons, 2012.
4. Tim Brown and Barry Katz, *Change by design: how design thinking transforms organizations and inspires innovation*. Vol. 20091. New York, NY: Harper Business, 2019.
5. Jeanne Liedtka, Andrea King and Kevin Bennett. *Solving Problems with Design Thinking*, Columbia Business School, 2013.
6. Jeanne Liedtka and Tim Ogilvie, *Designing for Growth – a Design Thinking Tool Kit for managers*, Columbia Business School, 2011.
7. Patrick van der Pijl, Justin Lokitz and Lisa Kay Solomon, *Design a Better Business*, Wiley, 2017.
8. Various Case Studies of Design Management: Design Management Institute and Harvard Business School publication, IDEO, MIT Sloan School of Management, IIM Ahmedabad.

Detailed Course Content (Optional)

It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		