

## Indian Institute of Technology Guwahati Proposal for a New Course

Course Number & Title: BM 682H | **Design Strategy and Business Model**

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: **Nil**

### **Preamble / Objectives (Optional):**

The most respected companies in the world have created cultures of design thinking in formulation of corporate strategy. Strategic design intervention is increasingly being used by some of the world's leading organizations to drive innovation and solve some of the most intransigent problems. Whether focused on the development of new products and services, to address strategic, operational or organizational issues, or even social problems, strategic design management can revolutionize the way we perceive and resolve these issues. This course aims to discuss the strategic approach of design management and business model generation.

### **Course Content/ Syllabus:**

Designerly ways of understanding audience and market: Ethnography, mood board, metaphors and analogies, systems thinking, product-service-systems design. Design Audit: framework and process. Design strategy formulation: In-house and outhouse teams for design; promoting design strategy; Client brief and design brief, Management of design project. role of 'design' in various management domains viz. marketing, operations, finance, systems and human resource. Business Design: Business model canvas, pattern, design, strategy and process.

### **Texts:**

1. David Hands, *Vision and Values in Design Management*. Bloomsbury Publishing, 2017.
2. Roger Martin, *The Design of Business*. Harvard Business Press, 2009.

### **References:**

1. David Hands, *Design Management: The Essential Handbook*. Kogan Page Limited, 2018.
2. Kathryn Best, *The fundamentals of design management*. Bloomsbury Publishing, 2017.
3. Tim Brown and Barry Katz, *Change by design: how design thinking transforms organizations and inspires innovation*. Vol. 20091. New York, NY: Harper Business, 2019.
4. Yves Pigneur and Alexander Osterwalder, *Business Model Generation*- a handbook for visionaries, game changers and challengers, 2011.
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 =		