



GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Continuing
Education (GTU-CCE)
Certified



Certificate Course on

DESIGN THINKING & INNOVATION

A 30 hours | **ONLINE** | Instructor-Led |
Project Based | Hands-on Learning Course

Language: English & Hindi

Organised by,
Innodesk Designovation Services



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“Design Thinking is the *GLUE* between *all DISCIPLINES*”
- Arne Van Oosterom

Do you want to -

- Develop Creative & Critical thinking abilities?
- Learn new approaches to Innovation & Entrepreneurship?
- Better understand market opportunities, customer needs?
- Learn prototyping and testing methods?
- Convert your ideas into successful products?

Then this course is for you.

DESIGN THINKING & INNOVATION

- 👑 A 30 hours, **ONLINE Live sessions**
- 👑 This course is taught by experts in **LIVE mode**
- 👑 Hands-on, Activity based, Experiential **Certificate course**
- 👑 **Learn 21st Century Skills like** - Problem-Solving, Creativity, Innovation, Observation & Empathy, Critical Thinking, Prototyping, Collaboration, User Research, Visualization etc.

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Course Overview

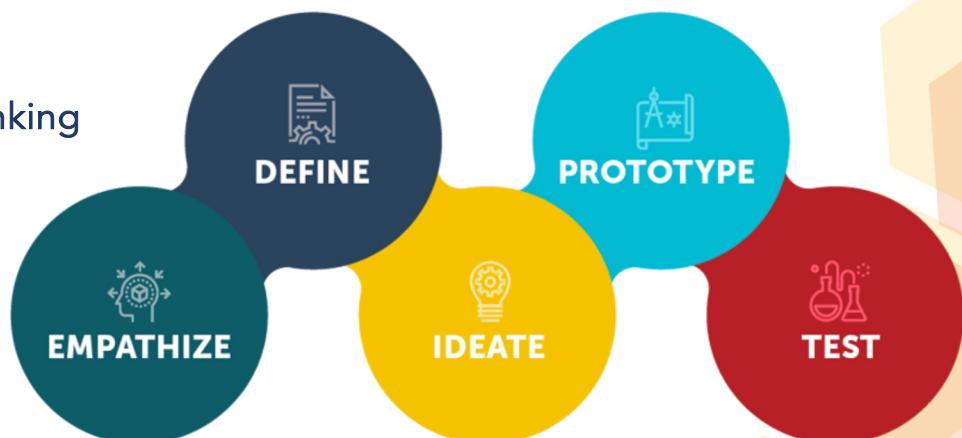
The Design Thinking & Innovation is an experiential learning course which brings core elements of the innovation through Design Thinking methodology while working on real world pressing issues. This course is meant to nurture the Creativity and Innovation quotient among the learner for solving complex problems and designing a better solution. **Also, the course will be an asset for those who want to pursue their career in this evolving area of Design Thinking & Innovation as well to start their own start-up.** The course is designed to understand the Design Thinking methodology with tools and techniques applicable for problem solving, creativity and innovation through theory sessions, hands-on practices, project on real issues, case studies, audio-video learning contents etc.

What is Design thinking?

Design thinking is a Human-Centered approach being used by innovators and business leaders across the globe to solve complex problems. The best way to imbibe Design Thinking is **“Learning by DOING”** approach.

Design Thinking is an Iterative, Experimental, Collaborative, Non-linear methodology having 5 steps as mentioned below, having lots of contextual and relevant tools & techniques for solving problems. In practice, design thinking is used as a structured framework for identifying challenges, gathering information, generating potential solutions, refining ideas, and testing solutions. **You will learn this amazing approach to innovation and creating a successful start-up through this course.**

Design Thinking Process:



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“Creativity is **THINKING UP NEW THINGS.**”

“Innovation is **DOING NEW THINGS.**”

Learning Objectives:

- 🚀 Understand Design thinking Approach, various Tools & Techniques
- 🚀 Nurture and develop problem-solving, creativity, visual thinking, innovation, empathetic, collaboration **Mind-set, Attitude and Skills**
- 🚀 Unleash the Creative Potential by learning idea generation techniques
- 🚀 Develop mindset for “**Learning by Doing**” approach rather than just thinking about the ideas
- 🚀 Bridge the gap between theory and practical implementation working through Real, Live Project – Individually or in Team

Learning Outcomes:

On completion of this course, the participants will be able to:

- 💰 Apply Design Thinking as a strategic approach for Innovation and Creating a successful start-up
- 💰 Practice interviewing and observation skills to develop an empathetic worldview from user’s perspectives
- 💰 Identify root cause for complex problems, Frame actionable problem statements
- 💰 Think Out-side-the-box and challenge the status quo
- 💰 Understanding of prototyping as a strategy to develop & test ideas.
- 💰 Develop the willingness to take a risk and the ability to deal with failure
- 💰 Convert rough ideas/thoughts into useful and marketable products and business model

Job role you may get: Design Engineer, Product Designer, Innovation Strategist, Innovation Officer, Design Researcher, Design Thinking Facilitator, Product/Program Manager, Incubation Manager, Business Strategist, Business Development Officer

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Course Methodology:



Course Modules:

- ❑ **Module 1:** Introduction to Design Thinking & Innovation
 - Mindset & Characteristics, Process/Steps, Tools & Techniques
- ❑ **Module 2:** Empathise & Define
 - Importance of Design Research, Selection of apt methods
 - Observation & Empathy tools and ways, Problem Articulation

Mentoring 1: Guided mentoring for Problem/Opportunity refinement

- ❑ **Module 3:** Ideation
 - Creativity & Innovation, Traits, Myths and Barrier to Creativity
 - Ideation Tools, Conceptualisation, Solution Development
- ❑ **Module 4:** Prototype & Test
 - Why and What is prototype, Types of Prototype, Testing

Mentoring 2: Guided mentoring for Solution and Prototype refinement

- ❑ **Module 5:** Design Thinking in Practice: A capstone project running throughout the course

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On Course Fees:

~~₹ 3999~~

₹ 1999

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Fees includes:

- Study/Reference Material
- Hands-on Toolkit

Who Should Join:

- **ANYONE** (Above 15 years of age) from any discipline
- Students, Faculty members, Researchers
- Innovators/Start-ups
- Industry Professionals

Important Dates:

Registration Ends:
3rd FEB, 2024

Course Starts From:
10th FEB, 2024

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About GTU:

Gujarat Technological University is a premier academic and research institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act No. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. **GTU is an International Innovative University, accredited with A+ grade by NAAC.**

About INNODESK:

Innodesk is a **“Design-driven Innovation Strategy”** firm to foster entrepreneurship, intrapreneurship and 21st Century skills. Innodesk offers custom-made courses, capacity building and hands-on training programs to students, faculty members, start-ups and professionals in areas of **Design Thinking, Innovation, Entrepreneurship and Emerging Technologies**. We empower teams and individuals to be inspired and nurtured through structured process of innovation, ‘learning-by-doing’ approach and strengthen their ability for creative problem solving and help organisations build the innovative environment and mind-set for fundamental shifts.

Profile of Course Faculty:



Mr. Karmjitsinh Bihola

(Design Thinker, Innovation Strategist, Start-up Mentor)

Founder, Innodesk Designovation Services

Adjunct Professor, Taylor’s University, Malaysia

Global Advisor, World Change Summit (WCS)

Director, Founder Institute (FI), Ahmedabad Chapter

He is having 10+ years of experience and has **mentored 200+ Start-ups, trained 5500+ faculty members and conducted 600+ training programs and workshops.**



Ms. Vidhi Bhavsar is a Senior Faculty at Innodesk Designovation Services. She is having 7+ years experience in Academic and Research field keeping **Design and Innovation pedagogy as core.**

She has mentored **1000+ aspiring students** for academic projects, conducted **25+ training programs and workshops.**

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