

Certificate in Design Thinking and Innovation for Professionals (CDTIP)

PROGRAMME STRUCTURE

Total Credits: 20

Course Name	Credits
Introduction to Design Thinking	5
Big Ideas with Design Thinking	5
Prototypes of a Big Idea	5
Tracking & Testing of Success	5

SYLLABUS

INTRODUCTION TO DESIGN THINKING

1. What Is Design Thinking?
2. Design Thinking History and Theory
3. Design Thinking Frameworks
4. Problems That Design Thinking Helps Solve
5. Distinctions between Design and Design Thinking
6. Design Thinking as a Strategy for Innovations

BIG IDEAS WITH DESIGN THINKING

1. Design Thinking & Innovation
2. What is Big Idea Ideation?
3. Feature vs. Idea
4. What Makes a Big Idea?
5. How to Generate Big Ideas
6. Identifying No Brainers vs. Big Bets
7. Ideation Methods
8. How to Diverge and Converge
9. Case Studies - Big Ideas in Action
10. The Way Forward

PROTOTYPES OF A BIG IDEA

1. Types of Prototyping
2. Guidelines for Prototyping
3. Prioritization and Evaluation
4. Prioritization Grids and Affinity Maps
5. Evaluating Ideas Based on Importance and Feasibility
6. Scaling Design Thinking

TRACKING AND TESTING OF SUCCESS

1. How to Maintain Momentum
2. Generate User Feedback
3. Test for Desirability, Feasibility and Viability
4. Design Thinking and Agile
5. Steps to Success with Design Thinking
6. Measure Results from Design Thinking