

CORPORATE INNOVATION AND DESIGN THINKING

Responsible Faculty Instructor:

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Assistant Professor

Credits: 4

Credits Type:

Cross-registration: N

Pre-requisites: None

COURSE DESCRIPTION (COURSE VISION): The course ‘Corporate Innovation and Design Thinking’ explores how established organizations create new value through human-centric innovation. Using a combination of lectures, discussions, case studies, and hands-on exercises, students will understand the basics of design thinking and develop skills and mindset to approach complex problems in a structured manner. Students will learn to navigate the design thinking cycle—from empathizing and problem framing to ideation, prototyping, and testing—while staying mindful of organizational constraints, stakeholders, and strategy.

TEACHING METHODOLOGY: Lectures, discussions, case analysis, individual/group exercises, assignments/quizzes and project work.

INTENDED LEARNING OUTCOMES:

- To understand why innovation and design thinking are increasingly critical for corporate competitiveness and growth.
- To understand the principles of design thinking and its applications in various industries.
- To develop skills in observation, ideation, prototyping, and iteration to solve complex problems and design innovative solutions.

READING LIST (upto 10 select readings):

1. Tim Brown; Change By Design; Harper
2. Anuja Agarwal; Design Thinking: A Framework for Applying Design Thinking in Problem Solving; Cengage
3. Idris Mootee; Design Thinking for Strategic Innovation; Wiley
4. David Kelley and Tom Kelley; Creative Confidence: Unleashing the Creative Potential Within Us All; William Collins
5. Don Norman; The Design of Everyday Things; Basic Books
6. Case: Design Thinking in the Elementary Classroom: the Power of Empathy
7. Case: How We Design on the UberEATS Team

- 8. Video Case: IDEO: Shopping Cart Design Process
- 9. Video Case: Design Thinking in Tesla

WEEKLY READING PLAN (WEEKLY OUTLINE):

A weekly plan is provided below:

MODULES	WEEK(S)
<p>MODULE 1: INNOVATION, CREATIVITY & DESIGN THINKING</p> <ul style="list-style-type: none"> • Creativity and intelligence • Why firms need innovation • Design thinking as a problem-solving approach • Five stages of the design thinking process • Mindset creation • Case studies/success stories 	1,2,3
<p>MODULE 2: EMPATHY</p> <ul style="list-style-type: none"> • Understanding user needs and pain points • Developing an empathetic approach to problems • User personas and empathy maps 	4, 5
<p>MODULE 3: OBSERVE, DEFINE, IDEATE</p> <ul style="list-style-type: none"> • Conducting observations effectively and efficiently • Developing a problem statement • Rules of ideation • Techniques for generating ideas • Encouraging divergent thinking and creativity • Evaluating and selecting ideas • Blue Ocean Strategy methods 	6, 7
<p>MODULE 4: PROTOTYPE AND TESTING</p> <ul style="list-style-type: none"> • Designing Value Propositions • Techniques for prototyping • Low fidelity vs. High fidelity prototypes • Testing and refining prototypes • The iterative nature of design thinking • Continuous improvement • Overcoming challenges and obstacles in the building process • Managing resources and stakeholders 	8,9,10
<p>MODULE 5: APPLICATIONS OF DESIGN THINKING</p>	11,12

<ul style="list-style-type: none"> • Design for Good - for solving societal and environmental problems • Designing user-centered and accessible solutions • Designing sustainable solutions • Cultural and environmental context in design • Designing for the future • Design for Organizational Change • A design thinking firm 	
<p>MODULE 6: PROJECT PRESENTATIONS</p>	<p>13,14</p>
<p>REVISION WEEK</p>	<p>Week 15</p>