

Overview

“Design thinking is a human-centred approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success.”

- Tim Brown, CEO, IDEO

In the midst of uncertainty, the problems that companies face are ambiguous and unstructured. Design thinking supports the teams to frame a way to see problems and solutions from a new perspective to provide the foundation for delivering solutions that meet or exceed users' expectations while improving customer experiences at the speed and scale the modern enterprise demands.

Design Sprint is the highlight of this program. The participants will identify a problem and gather key insights analysing the challenge areas around the problem. Then, the participants ideate and brainstorm to uncover their own creative potential to formulate a point of view about the problem via multiple cycles of convergent and divergent thinking. Finally, with the aid of visualisation techniques and story-telling, participants will operationalise their ideas into specific solutions.

The programme offers a comprehensive orientation to design thinking while discussing around some of the most contemporary concepts in the field of innovation and provides a road map to build design thinking culture in the organisation.

Who Will Benefit?

Any middle to senior level managers who wish to rejuvenate their existing skills and hone their business, stand to benefit from this program. It is also relevant for any executive managing a different types of clients and is looking for a source of competitive advantage. Entrepreneurs and small business owners will also greatly benefit from the programme. Academicians also will find it very useful for their teaching and research purposes.

Teaching Methodology

The programme is highly interactive, with a stress on learning through practice. Participants will practice key techniques and learn through ...

- Design Sprint
- Case studies
- Lectures
- Discussions and
- Hands-on group exercises.
- Industry experts will be brought in for specialised sessions.

Topics



Human-centered
Design



Needs
Finding



Interviewing and
Empathy-building
Techniques



Making Sense
of Observations
And Insights



Defining
a Point of
View



Ideation



Developing and
Testing Prototypes



Defining and Testing
Business Models
and Business Cases

Participant Takeaways

- Use the design thinking and hypothesis-driven innovation processes to develop viable solutions to user challenges.
- Gain user empathy through observation and interviewing to develop user insights to identify unmet needs.
- Use multiple brainstorming techniques to find innovative solutions
- Develop and test a business model or business case to support the viability of the solution.
- Prototype a solution to a user challenge

Resource Persons



Dr. JOSEPH SHIELDS is a Business Leader and Transformation Specialist with expertise for driving growth in revenues, profitability, market share, and operational excellence in highly VUCA environments. As a consultant, he worked with partners in the areas of business transformation and profitability improvement using various management tools like Hoshin-Kanri Method, Balanced Scorecard, Design Thinking, Blue Ocean Strategy, Miller-Heiman Approach, Digital simulations, Bell Mason Method, etc. He holds an MBA and Ph.D. from IIM-Bangalore. He held leadership positions in the strategy function in L&T group, IBM, GMR group, Philips Electronics, and Infosys.



Mr. RAJAVEL MANOHARAN is an expert in the area of Experience Design Strategy. He has more than 20 years of experience in the domains of Product Design, Digital Transformation and Design. He is a Postgraduate in Product Design from IIT-Delhi, with a bachelor's degree in Electronics and Communication Engineering from NIT-Tiruchirappalli. He has been focusing on helping IT services organizations setting up UX Design Teams for Product Design and IT services. His current area of Interest is Design Ops and Design Systems.



Prof. NMK BHATTA is the Dean (Research) at XIME, Bangalore and formerly, a Professor and Chairperson of Industry Interface and Executive Education at IIM Indore. He has more than 40 years of practical experience in the Industry. He had undergone his training in Design Thinking and Innovation Management conducted by Steinbeis, Germany, and conducted MDPs for R& D Engineers & Scientists while at XIME and earlier at IIM Indore. He teaches Design Thinking to the students of PGDM and has also consulted various Industries in the field of Design Thinking.



Dr. S. RAJKUMAR holds an MBA and Ph.D. from Anna University, Chennai, and his bachelor's degree from Coimbatore Institute of Technology(CIT), Coimbatore. He worked with the Vedanta group and has over 15 years of experience in industry and academics. He completed the "Design Thinking – A Premier" course from IIT-Madras through NPTEL. He received "Believer" appreciation from NPTEL and also conducted several training programs for engineering and management students.



Dr. C.N.S. RAMNATH BABU has over 22 years of experience in customer driven engineering in both industry and academics. He was associated with leading steel manufacturing, auto component, automobile, auto fuel, and telecommunications service companies involving Business development, Channel management, and Key Account Management. He holds his Mechanical Engineering from NIT-Tiruchirappalli and, MBA and Ph.D. from BIM-Tiruchirappalli, Bharathidasan University.

Fee Structure:

For Industry Delegates - Rs 5,000/- + GST (18%)

For Academicians and Research Scholars - Rs. 2,500/- + GST (18%)

Early bird offer: 18 % Discount if the payment is done on or before 20th January 2021, 09:00 pm

Mode of Payment: Cheque / DD / NEFT / Paytm.

Bank Details:

Beneficiary – Xavier Institute of Management & Entrepreneurship

Bank Name – South Indian Bank

Branch – Koramangala

Account No – 0416053000000201

IFSC Code – SIBL0000416

For further details, please contact

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To register click here <https://forms.gle/CjHzK8kiyJP8nUJj9> 

About XIME

XIME is one of the top B-Schools of India, with excellent campuses in Bangalore, Kochi and Chennai. It has been founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa.

XIME received ACBSP accreditation (Accreditation Council for Business Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME has been ranked at 4th place in the top leading B-Schools of Super Excellence category and 10th in the overall ranking in India by Competition Success Review, November 2020.

