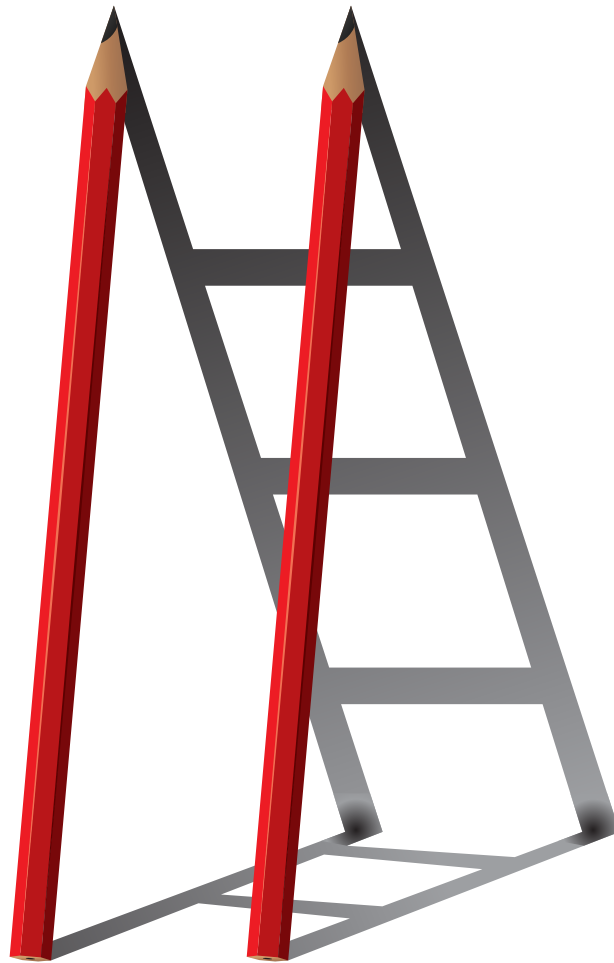




भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



CERTIFICATE PROGRAMME IN DESIGN THINKING AND INNOVATION

Starts May 30, 2021 | Live Online Sessions

Programme offered by Continuing Education Programme (CEP), IIT Delhi

OVERVIEW

Design thinking, a human-centred approach to innovation, works on integrating user needs, technological possibilities, and the requirements for business success. When coupled with innovation, it can be a powerful competitive advantage for any business - big and small. It's no wonder that design thinking and innovation capability has become a significant differentiator in today's marketplace!

To meet this demand, the Indian Institute of Technology Delhi (IIT Delhi) has designed the 6-month online **Certificate Programme in Design Thinking and Innovation**. This high-impact programme will enable you to effectively drive innovation, growth, and customer experience with a cutting-edge curriculum and enriching insights from leading IIT Delhi faculty and industry experts.

Design thinking can deliver twice as fast the business outcomes to market, 32% higher revenue than traditional organisations, and ultimately outperform the S&P 500 by 211%.

Source: IBM, 2021



WHO IS THIS PROGRAMME FOR?

This programme is specially curated for:

- Product, Marketing, Branding, Growth, and R&D Managers who would like to use design thinking to develop innovative products for business impact
- Designers & Design Engineers, UX Designers, and Creative Managers and Art Directors wanting to gain expertise in developing innovative customer-centric solutions
- Senior Managers and Business Heads tasked with driving innovation success in their businesses and generating solutions for challenging problems
- Entrepreneurs and Business Owners who aim to scale their businesses through customer-centric innovations
- Innovation and growth consultants keen on enhancing their clients' business with design thinking and innovation
- Rural Entrepreneurs, Small & Medium Enterprises & Professionals from Development Sector



PROGRAMME HIGHLIGHTS



Learn from one of India's top-ranked Institutes of national importance

Experience high-impact live online learning and explore real-world case studies



Gain industry-oriented insights from eminent IIT Delhi faculty and industry experts

Participate in peer-to-peer learning and expand your professional network



Receive successful completion certificate in Design Thinking and Innovation from IIT Delhi

PROGRAMME MODULES

Module 1: Human-centred Design

- Introduction to Human-centred design
- Roots of Design Thinking
- Design Thinking as Celebration
- Digital Disruption & Technology Evolution

Module 3: Ideation & Applied Creativity

- Ideation Techniques
- Tools for Fostering Creativity
- Immersive Learning Exercises
- Visualisation & Storytelling

Module 5: Product & Service Development

- New Product Development Processes
- Design for Products & Services
- Sustainability through Design Thinking
- Lean & Agile Product/ Service Design

Module 7: Disruptive Innovation

- Innovation for Growth
- Data-driven Innovation
- Integrating Design & Technology for Impact

Module 2: Appreciating User Needs

- Knowing Your Users
- Identifying Needs of Customers
- Designing with Empathy
- Designing for Diversity & Inclusion

Module 4: Prototyping & Testing

- Proof of Concept
- Minimum Value Proposition
- Designing, Tooling and Building
- Learnings from Failed Designs

Module 6: Innovation Management & Entrepreneurship

- Innovation Project Life-cycle
- Innovation Management Models
- Frugal Innovation
- Entrepreneurship Vs Intrapreneurship

Module 8: Leading Innovation in Organisations

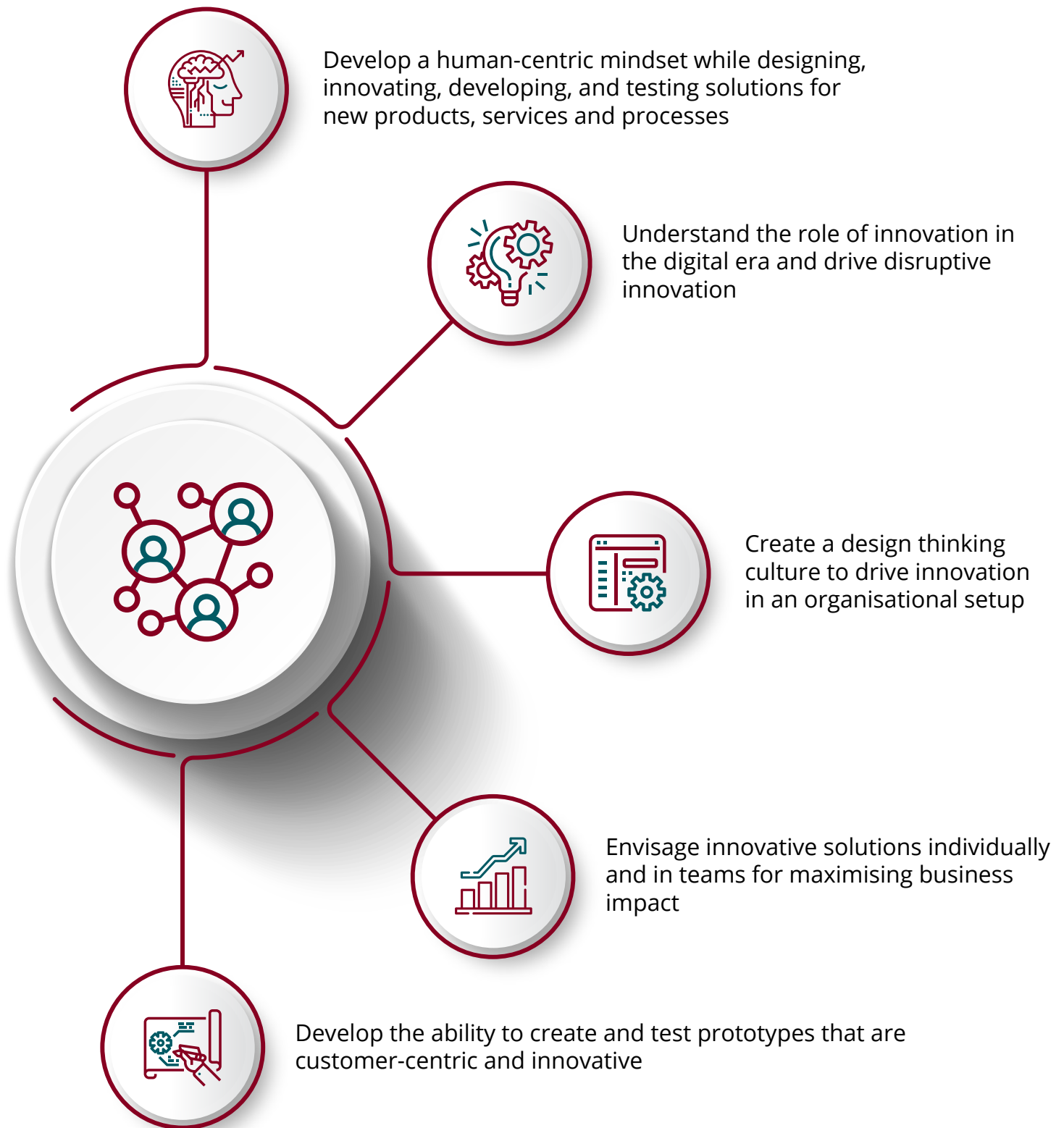
- Collaborative Ideation & Innovation
- Transforming Businesses
- Leadership and Commitment

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

CAPSTONE PROJECT

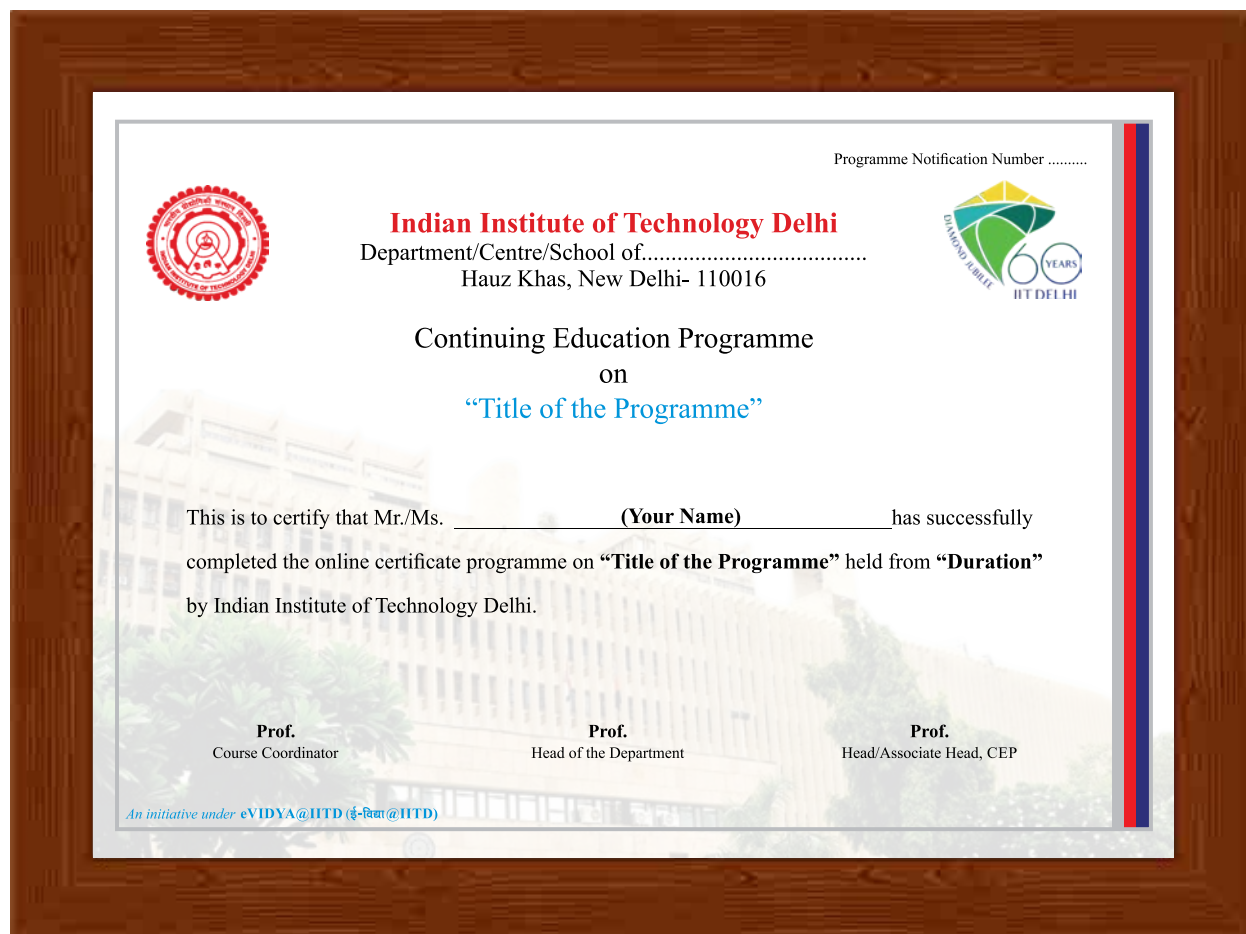
Anchored in an innovative product, process or system design, the capstone project would entail carrying out research, maintaining a folio of findings and results, and creating a final prototype demonstrating your learning, and project conclusion. Participants can submit their work through a research paper, short film, or multimedia presentation, accompanied by an oral presentation to a panel of fellow learners, mentors, and community members.

LEARNING OUTCOMES



PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 75% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 75% in both lectures and tutorials.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIT Delhi.

PROGRAMME COORDINATOR



Dr Vijayaraghavan M. Chariar

Professor, Centre for Rural Development & Technology
Indian Institute of Technology Delhi

Prof. Vijayaraghavan M. Chariar has worked in diverse areas including Design for Sustainability, Frugal Innovation, Traditional Knowledge Systems, and Joyous Leadership. He has been awarded the Teaching Excellence Award by IIT Delhi and has taught and conducted research at the Arizona State University as a Fulbrighter. Prof. Chariar is the author of several patents and publications on innovative technologies. A passionate entrepreneur, he serves as the chairman of the IIT Delhi partnered venture Ekam Eco Solutions, and serves as a mentor and advisor to many start-ups, incubators, and accelerators.

PROGRAMME FACULTY



Ms. Aditi Singh

Assistant Professor, Department of Industrial Design
School of Planning and Architecture, New Delhi

Prof. Aditi Singh is an industrial designer and architect with deep experience in product design and innovation, sustainable systems design, and next-gen experience design. A two-time recipient of the prestigious Red Dot Design Award, she has mentored various research and design projects. She is passionate about the intersection of digital and physical spaces and the joy in building human connections with design.



Mr. Parag Anand

Senior Faculty, Department of Industrial Design
School of Planning and Architecture, New Delhi

Prof. Parag Anand is an Industrial Designer with a Master's Degree in Design from IIT, Delhi and has also trained at the TU Delft in the Netherlands. He has more than twenty years of professional and teaching experience in Product Design. Awarded with two Red Dot Design Awards, his current research focuses on applying next-generation technologies for developing sustainable products and systems.

PROGRAMME DETAILS

Programme Schedule

Duration	6 Months
Academic Orientation	Jun 12, 2021
Live Online Sessions	3 hours/ Saturday 3:30 PM - 6:45 PM
Programme Application Link	Click here to apply to the programme

Eligibility

- Graduates (10+2+3) or Diploma holders (only 10+2+3) from a recognised university in any discipline with minimum 1 year of work experience

Selection Process

- Screening and selection will be done by IIT Delhi

PAYMENT SCHEDULE

Programme Fees INR 1,00,000 + GST

Instalment Schedule

	Booking Amount	Instalment 1	Instalment 2	Instalment 3
Remarks	May 29, 2021	Jun 8, 2021	Aug 8, 2021	Oct 8, 2021
Amount	INR 20,000 + GST	INR 30,000 + GST	INR 20,000 + GST	INR 30,000 + GST

Note: GST (currently @ 18%) will be charged extra on these components.

Last Date to Apply	May 18, 2021
Shortlisted Candidates Will Be Informed by	May 22, 2021
Last Date to Submit the Fees	May 29, 2021

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinators.

All fees should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

APPLICATION REQUIREMENTS

Graduation and Post-Graduation Education:

- Higher Secondary (10+2) Marksheet
- Passing Certificate – Diploma/ Degree/ Doctorate

Experience Documents (If Applicable):

- For Previous Organisation(s): Relieving letters
- For Current Organisation: Current Salary Slip or Bonafide Certificate from the HR department on company letterhead

ID Proof:

- Any Government-issued photo ID like PAN Card/ AADHAAR Card, Driving License/ Passport, etc.

SYSTEM REQUIREMENTS

This programme includes live online classes conducted on Zoom. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master’s Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



ABOUT ERUDITUS

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

For registration and any other information,
please get in touch with us at iitd@eruditus.com

For any feedback, please write to Head CEP, IIT Delhi
at hodqipcep@admin.iitd.ac.in

Service Provider



ERUDITUS

EXECUTIVE EDUCATION

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi