
SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Design Thinking and Innovation

C-10 · 2 days (configurable 1–5 days) · Informatics · Innovation & Enterprise · Years: 1st, 2nd, 3rd, PG

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OVERVIEW

Empathy mapping, problem framing, rapid prototyping and a pitched solution to a real problem statement. Feeds your Incubation Centre and IIC, and produces documented innovation activity your IQAC can file.

HOURS AND CREDIT POSITION

Contact hours: 16 Guided project: 4 Self-study: 0 Notional total: 20

Credit claim: 0.5

20 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 0.67 credits, claimed as 0.5 (rounded down to the nearest half credit — never more than the hours support).

COURSE OUTCOMES

- CO1. Construct an empathy map and a point-of-view problem statement from a real user interview (K4)
- CO2. Apply structured ideation to generate and rank candidate solutions (K3)
- CO3. Build a low-fidelity prototype and revise it from user-test feedback (K3)
- CO4. Deliver a problem-solution pitch and defend it under questioning (K3)
- CO5. Evaluate a peer team's prototype against its own problem statement (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Empathy and problem framing (4h recommended)

Theory: Empathy mapping, interviews, point-of-view statements, how-might-we questions

Lab: Interview a real user and build the empathy map

Output: Empathy map + framed problem

Module 2 — Ideation (4h recommended)

Theory: Divergent thinking, quantity before quality, selection criteria

Lab: Structured ideation sprints on the framed problem

Output: Ranked idea board

Module 3 — Rapid prototyping (4h recommended)

Theory: Paper and clickable prototypes, testing with users, iterating

Lab: Build and test a prototype twice in one afternoon

Output: Tested prototype v2

Module 4 — The pitch (4h recommended)

Theory: Problem-solution narrative, demo, handling questions

Lab: Pitch to a panel with structured feedback

Output: Delivered pitch + feedback sheet

ASSESSMENT SCHEME (100 MARKS)

Team prototype — 50 marks

Panel pitch — 30 marks

Process artefacts & participation — 20 marks

CO-PO MAPPING

CO1 !' PO2 (strength 2)

Framing the right problem precedes solving it.

CO2 !' PO2 (strength 2)

Ideation discipline widens the solution space.

CO3 !' PO3 (strength 2)

Prototyping is design made testable.

CO4 !' PO10 (strength 2)

The pitch is persuasion with evidence.

CO5 !' PO12 (strength 2)

Peer evaluation builds the critique habit innovation needs.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice
- Optional nasscom NSQF assessment (priced per candidate on your quotation)

FEE

¹1,500 per student, incl. GST

Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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