KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)

Deemed to be University U/S 3 of the UGC Act, 1956

Executive Development Program on Design and Thinking

OVERVIEW:

Design thinking is an iterative approach for understanding users, challenging assumptions, redefining challenges, and developing novel solutions that can be prototyped and tested. The main purpose is to uncover alternate techniques and answers that are not immediately evident at first glance. As a result, design thinking offers a solution-based approach to issue resolution that encourages creativity and collaboration. Design thinking is more than a method; it's an entirely new way of thinking that comes with a set of practical tools to help one to apply it with a new attitude.

COURSE OUTLINE: This program covers the following topics module-wise:

- *Module 1:* Introduction to Design Thinking
- *Module 2:* The Power of Why
- *Module 3:* Translating Observations to Insights
- *Module 4:* Re framing Opportunities and Generating Ideas
- *Module 5:* Making Ideas Real
- *Module 6:* Overcoming Resistance to New Ideas and Change
- *Module 7:* Nontraditional Domains for Design Thinking
- *Module 8:* Designing Communications that Moves People

DURATION: 5 Months

FEES: 50000 INR

COURSE START DATE FOR UPCOMING BATCH: 4th June, 2022

ELIGIBILITY: Graduate students, Final year students, working profession in marketing, business professional

OPPORTUNITIES: After completing this programme, the students or working profession can acquire the knowledge on effective design steps and its implementation for creating ideas.

SELECTION PROCESS: Screening and Selection will be done by KIIT selection committee

MODE OF TEACHING: online mode

COORDINATING SCHOOL: School of Management

SYSTEM REQUIREMENTS: The candidate should have the following system facilities to access the online course:

- ✓ 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/ Ma

EMAIL FOR QUERIES: ldc.kiit@kiit.ac.in

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Certificate will be provided after completion of the program