

DESIGN THINKING: A HANDS ON APPROACH TO INNOVATION

21ST AUGUST 2024, WEDNESDAY



The Innovation and Incubation Centre (IIC) at Gitarattan International Business School organized an enlightening session titled 'Design Thinking: A Hands-on Approach to Innovation' for the MBA semester III students. The workshop was meticulously planned to introduce the concept of design thinking and its significance in fostering innovation in the business landscape.

The session commenced promptly at 1:30 pm with a brief introduction by the host, who welcomed the esteemed resource person, Prof. Urvesh Chaudhery, Innovation ambassador at GIBS.

Prof. Chaudhery initiated the session by outlining the agenda and objectives, emphasizing the practical application of design thinking principles. She elucidated the five stages of design thinking: Empathize, Define, Ideate, Prototype, and Test. The interactive approach ensured that students could grasp the nuances of each stage.

The highlight of the session was the hands-on activities that allowed students to apply design thinking methodologies to real-world scenarios. Students were divided into groups and tasked with identifying problems faced by startups and proposing innovative solutions using the design thinking framework.

Throughout the workshop, Prof. Chaudhery encouraged participation and critical thinking among students. The Q&A segment was particularly engaging, with students posing insightful questions and Prof. Chaudhery providing comprehensive answers that furthered the understanding of the design thinking process.

The session concluded with a feedback round, where students expressed their appreciation for the knowledge imparted and the interactive nature of the workshop. Prof. Chaudhery emphasized the importance of continuous learning and adapting to change as key drivers of innovation.

The workshop was deemed a resounding success, with students gaining a deeper understanding of design thinking and its application in the business world.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Room No. 303
TIME& DURATION	1.30 pm onwards
CONDUCTED BY	IIC-GIBS
ORGANISED FOR	MBA Sem III
NAME OF THE COORDINATOR	Mr. Rajesh Makol
ATTENDANCE	31 Students
RESOURCEPERSON	Prof. Urvesh Chaudhery Professor, IQAC Coordinator, GIBS

OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. to foster creativity, problem-solving skills, and innovative thinking among students, 2. to equip students with the knowledge and skills required to apply design thinking in real-world situations
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students left with a deeper understanding of how to approach problems creatively 2. They developed the ability to think creatively and approach problems from a design perspective. 3. The group exercise encouraged teamwork, creativity, and critical thinking. 4. It also encouraged "out-of-the-box" thinking, allowing teams to explore diverse and unconventional solutions.
SHORTFALL DURING EVENT	There were minor technical difficulties with the audio-visual equipment which caused brief interruptions during the presentation.
LINK OF ONLINE VIDEO	https://youtu.be/PvyOgFPThlc

**PREPARED & SUBMITTED BY: MR. RAJESH MAKOL, ASSISTANT PROFESSOR,
GIBS**