

DESIGN THINKING, CRITICAL THINKING

AND INNOVATION DESIGN

30th JANUARY 2025 (THURSDAY)



On 30th January 2025, the students of BBA, Semester II, Section A, had the distinct privilege of attending an insightful and innovative session conducted by Prof. Rudresh Pandey from the Institute of Management Studies, Ghaziabad. The IIC session was designed to equip participants with the essential skills required for creative problem-solving and innovative thinking. The session aimed to foster an analytical mindset, encourage out-of-the-box thinking, and enhance the ability to design impactful solutions.

The session commenced with an introduction to the current trends and challenges faced by businesses across various industries. Prof. Pandey emphasized the importance of understanding the market dynamics and staying adaptable in an ever-changing global environment. He addressed the rapidly shifting market dynamics, a theme that resonated deeply with the students. He pointed out that businesses today are operating in an environment characterized by uncertainty, increased competition, and constant technological disruptions. These factors require organizations to be more agile and forward-thinking than ever before. As the pace of change accelerates, traditional methods of management and business operations often fall short of meeting the demands of modern-day markets.

To drive this point home, Prof. Pandey drew comparisons between companies that had successfully embraced change and those that had failed to adapt. He stressed that innovation is not merely about coming up with new products or services but about finding creative solutions to problems and improving the overall customer experience. He cited companies such as Apple, Amazon, and Tesla as prime examples of businesses that have embraced innovation to stay ahead of their competition.

Innovation, Prof. Pandey explained, is not limited to technological advancements. It also includes innovative ways of thinking about business models, marketing strategies, and even customer engagement. He encouraged the students to stay open to new ideas, to constantly question existing norms, and to always seek ways to improve and streamline processes. This, he suggested, is the key to remaining relevant in an increasingly competitive business world.

One of the most engaging elements of the session was the interactive role play exercise that Prof. Pandey conducted with the students. The class was divided into smaller groups, with each group tasked with role-playing different aspects of the customer-seller relationship. The exercise was designed to encourage the students to think critically about how businesses can build stronger relationships with their customers, manage customer expectations, and handle difficult or challenging situations.

Through this role play, students were able to better understand the complexities of customer interactions and the importance of effective communication, empathy, and problem-solving skills in maintaining customer satisfaction. Prof. Pandey provided guidance throughout the exercise, offering suggestions on how to improve approaches to customer service and making the students reflect on their experiences. This hands-on approach allowed the students to explore practical solutions to real-world business challenges in a safe and supportive environment.

Following the interactive exercise, the session included a Q&A round, where students had the opportunity to ask questions and engage directly with Prof. Pandey. Prof. Pandey responded to the questions with thoughtfulness and clarity, providing nuanced insights that helped further elaborate on the complexities of the topics discussed.

In conclusion, the session conducted by Prof. Rudresh Pandey was a valuable and enriching experience. The session not only provided practical knowledge but also encouraged students to think critically, creatively, and innovatively.

FLYER OF THE EVENT



TYPE OF EVENT	IIC event
VENUE	R00M No. 401
TIME & DURATION	11:00 AM onwards
CONDUCTED BY	IIC
ORGANISED FOR	BBA M2A
NAME OF THE COORDINATOR	Dr. Jatin Kumar Lamba and Ms. Ruchi Malhotra
ATTENDANCE	40
RESOURCEPERSON	Prof. Rudresh Pandey, IMS, Ghaziabad



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OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. To introduce participants to the principles of Design Thinking and its application in problem-solving2. To encourage the students to think about startups as career opportunities3. To develop a structured approach to ideation, prototyping, and problem resolution.
LEARNING OUTCOME	<ol style="list-style-type: none">1. Students gained a deeper understanding of how businesses must adapt to changing market dynamics, technology disruptions.2. Encouraged creative problem-solving, adaptability, and strategic thinking.3. Students gained hands-on experience in managing customer-seller interactions, improving their ability to handle real-world business world.4. Strengthened decision-making skills through logical reasoning and structured thinking approaches.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/7usn4dMawdU

PREPARED & SUBMITTED BY: MS. RUCHI MALHOTRA, ASSISTANT PROFESSOR, (CMS)