

CREATIVE PROCESSES AND DESIGN THINKING: A HANDS-ON APPROACH TO INNOVATION 3RD FEBRUARY 2025 (MONDAY)



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 4th Semester students. The workshop was meticulously planned to introduce the concept of Creative Processes and Design Thinking and its significance in fostering innovation in the business landscape.

The session commenced promptly at 11:00 AM with a brief introduction by the host, who welcomed the esteemed resource person, Prof. Urvesh Chaudhery, Professor at GIBS. Prof. Chaudhery is renowned for her expertise in the field of innovation and quality assurance in education.

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. Chaudhary 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



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IIC-GIBS
 INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL

IQAC
 INSTITUTE QUALITY ASSURANCE CELL
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

Creative Process and Design Thinking : A Hands-on Approach to Innovation

DATE
 3rd February 2025

TIME
 11:00 AM onwards

VENUE
 Room 402

CLASS & SEMESTER
 MBA IV Sem

Prof. (Dr.) Urvesh Chaudhary
 Certified Innovation Ambassador
 (Gitarattan International Business School)

#iic_club_gibs

www.gitarattan.edu.in

gibs@gitarattan.edu.in

TYPE OF EVENT	IIC
VENUE	Room No. 402, GIBS
TIME & DURATION	11.00 am onwards
CONDUCTED BY	IIC - GIBS
ORGANISED FOR	MBA Sem 4
NAME OF THE COORDINATOR	Mr. Rajesh Makol
ATTENDANCE	31 Students
RESOURCE PERSON	Prof. Urvesh Chaudhery, IQAC Coordinator GIBS

<p>OBJECTIVES OF THE EVENT</p>	<ol style="list-style-type: none"> 1. To introduce participants to the fundamentals of Design Thinking and its application. 2. To provide a hands-on experience in the various stages of the Design Thinking process: Empathize, Define, Ideate, Prototype, and Test. 3. To encourage creative and user-centric thinking for addressing complex challenges in business, technology, and social impact domains. 4. To enhance collaborative and critical thinking skills by engaging participants in real-world problem-solving exercises.
<p>LEARNING OUTCOME</p>	<ol style="list-style-type: none"> 1. Participants developed a clear understanding of Design Thinking principles and how they can be applied across different industries. 2. Attendees learnt to empathize with users, leading to more user-centric and impactful solutions. 3. They will improve their problem-solving and creativity skills, making them better equipped to tackle challenges in their respective fields.
<p>SHORTFALL DURING EVENT</p>	<p>There were minor technical difficulties with the audio-visual equipment which caused brief interruptions during the presentation.</p>
<p>LINK OF ONLINE VIDEO</p>	<p>https://youtu.be/y0bgk9sxkwU</p>

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