



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

ESSENTIALS OF INNOVATION								
I Semester: AE / ME / CE / ECE / EEE / CSE (AI&ML) / IT								
II Semester: CSE / CSE (DS) / CSE (CS)								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
ACSD03	Foundation	-	2	-	1	40	60	100
		Practical Classes: 45			Total Classes: 45			
Contact Classes: Nil		Tutorial Classes: Nil						
Prerequisite: There are no prerequisites to take this course								

I. COURSE OVERVIEW:

Essentials of Innovation and Design thinking is a strategic approach towards creative problem-solving by placing users'/customers' needs above everything else. It is a process of questioning: questioning the problem, questioning assumptions, and questioning the implications. As a process it is a great catalyst of change and evolution. A Design thinking approach helps develop and build a culture of innovation across the students.

II. COURSE OBJECTIVNESS:

- I. The implications of disruption and the role of innovation.
- II. The various frameworks, tools, and techniques of design thinking.
- III. How to design, develop and implement an innovation product or service or process.

III. COURSE CONTENT:

Module-I; Philosophy of Innovation and Design Thinking

- Introduction to Innovation and Design Thinking
- History and Philosophy of Design Thinking
- Design Thinking as Problem-Solving Tool
- Design Thinking and it's Benefits
- Design Thinking Mind-set

Module-2: Mechanics of Innovation and Design Thinking

- Integrative View of Design Thinking
- Design Thinking Process
- 5 Stages (Empathise, Define, Ideate, Prototype and Test)
- Conceptual Frameworks Used in Design Thinking Process
- Case Studeis

Module-3: Design Thinking for Understanding Customers

- Understanding the User and Context
- Market Research
- Visualization and Customer Journey Mapping
- Empathy Mapping
- Redefining Problems, Brainstorming
- Reframing the Perspectives
- Ideation and Creativity
- Creative Ideation Methodologies
- Sketching & Visualization
- Storytelling

Module-4: Implementing Design Thinking

- Innovating Products, Services and Business Models
- Concept Evaluation and Concept Development
- Applications of Design Thinking
- Designing for Tangibles and Intangibles
- Ideas and Opportunities for Products

Module-5: Innovation Management

- Introduction to Innovation Management
- Business, Product & Process Innovation
- Organization Innovation
- Innovating Products, Services and Business Models
- Crafting a Better World Using Design Thinking & Innovation
- Design Thinking, Innovation and Organization Strategy
- Idea Pitching and Validation

Text Books:

- I. Nigel Cross, "*Design Thinking: Understanding How Designers Think and Work*", Kindle Edition, 2011.
- II. Tim Brown, Harper Bollins, "*Change by Design*", 2009.
- III. Idris Mootee, "*Design Thinking for Strategic Innovation*", John Wiley & Sons, 2013.