

**Report on**  
**Faculty Development Program**  
**on**  
**Design Thinking**

From 01/05/2020 to 05/05/2020

The department of management studies organized faculty development program from 1-5, June, 2020.

The FDP was conducted using Microsoft Teams application. The resource persons for the program from MITS, Madanapalle.



**Madanapalle Institute of Technology & Science**  
Organising

**One Week Faculty Development Program**

on **Design Thinking**

1<sup>st</sup> to 5<sup>th</sup> June, 2020  
10:00 AM to 12:00 PM

**Resource Persons**  
Dr. D. Pradeep Kumar  
Dr. R. Balaji  
Dr. G. Mahendar  
Smt. U. Vijayalakshmi

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 INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD, Govt. of India)



**MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE, MADANAPALLE**  
**Department of Management Studies**

**Schedule of the FDP:**

S. No	Day & Time	Topic	Duration	Handled by
1	Day 1-1 session 10-11 am	Developing Design Thinking Mindset; Principles of Design Thinking; Primer on Design Thinking - Introduction to Design Thinking	1 Hour	Dr. D. Pradeep Kumar
2	Day 1-2 session 11-12 noon	Components of Empathy & definition; Interrelatedness of Components; Steps in Empathy process; Assessment tools; - Empathize 01	1 Hour	V Smt. U. Vijayalakshmi
3	Day 2-1 session 10-11 am	Roots of Empathy - Open-mindedness, Innovation & Creativity - Role-play; Brainstorming;- Empathize 02	1 Hour	Smt. U. Vijayalakshmi
4	Day 2-2 session 11-12 noon	Problem identification; Decision making process; Research Components; Hypothesis (Interview, team formation & benefits) Ex: How might we help women succeed in the technology field? -Define	1 Hour	Dr. D. Pradeep Kumar
5	Day 3-1 session 10-11 am	Pooling ideas; Prioritizing ideas; Analyzing; Synthesizing and integrating the ideas - Mind-mapping the experiences) Flaring & Focus; (Introduction to “Yes but” – “Yes and”) - Ideate 01	1 Hour	Smt. U. Vijayalakshmi
6	Day 3-2 session 11-12 noon	Innovation & Competitive uniqueness; Evaluation of ideas (Pros & Cons); Criteria for idea Ranking;; Building artifacts ;Real time evaluation. Ideate 02	1 Hour	Dr. R. Balaji
7	Day 4-1 session 10-11 am	Impact of Visuals; Idea clustering, selection and grouping; Exploring resources; Timeline - Prototyping 01	1 Hour	Dr. D. Pradeep Kumar
8	Day 4-2 session 11-12 noon	Bringing idea to the life; Involve the tester in prototype; initial insight; Prototype 02	1 Hour	Dr. R. Balaji
9	Day 5-1 session 10-11 am	Idea - Concept - Market Testing - Sales Wave Research - Testing		Dr. G. Mahendar
10	Day 5-2 session 11-12 noon	Do it Now- Reflect- Do it Better; DT is a team sport - Develop a coach-like stance; Altruistic Approach.	1 Hour	Dr. D. Pradeep Kumar Dr. R. Balaji Dr. G. Mahendar Smt. U. Vijayalakshmi

**Day 1** – The faculty development program on Design Thinking was inaugurated by Dr. C. Yuvraj, principal, MITS. Dr. KTV Rao, HoD, department of management studies was also present in the inaugural event. Dr. D. Pradeep Kumar, the convenor of the FDP held the introductory session of Day 1 of the program. In the second session, Smt. U. Vijayalakshmi

enlightened the participants about the role and significance of empathy in design thinking and innovation.

**Day 2** – The first session of day one was handled by Smt. U. Vijayalakshmi on open mindedness and creativity in building design thinking mindset.

Session 2 was handled by Dr. D. Pradeep Kumar on the importance of problem identification, idea generation and various techniques of the same.

**Day 3** – In session one, Smt. U. Vijayalakshmi, elaborately discussed on pooling and synthesis of ideas.

Session was delivered by Dr. R. Balaji. He spoke on competitive uniqueness and criteria for idea ranking in design thinking process.

**Day 4** – Session one was held by Dr. D. Pradeep Kumar who discussed the impact of visuals in design thinking.

In Session 2, Dr. R. Balaji spoke on conversion of ideas into prototype design in design thinking process.

**Day 5** – Frist session was held by Dr. G. Mahendar who discussed the concepts of idea testing and market testing in design thinking.

Session 2 was interactive in nature. The resource persons interacted with the participants on live mode and discussed various dimensions of design thinking.

In the end Smt. U. Vijayalakshmi, proposed the vote of thanks and summarised the major points discussed during the FDP.