



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



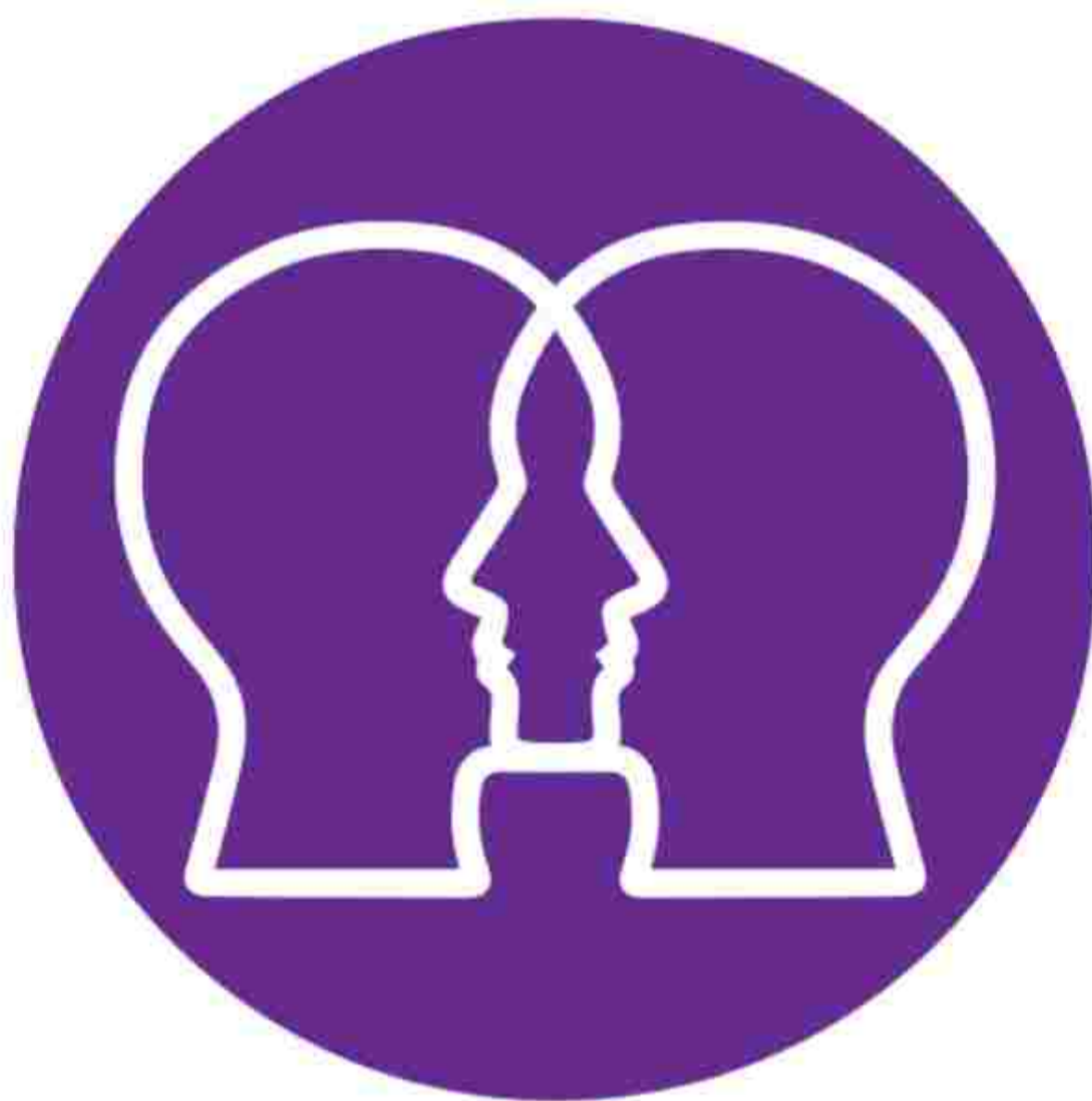
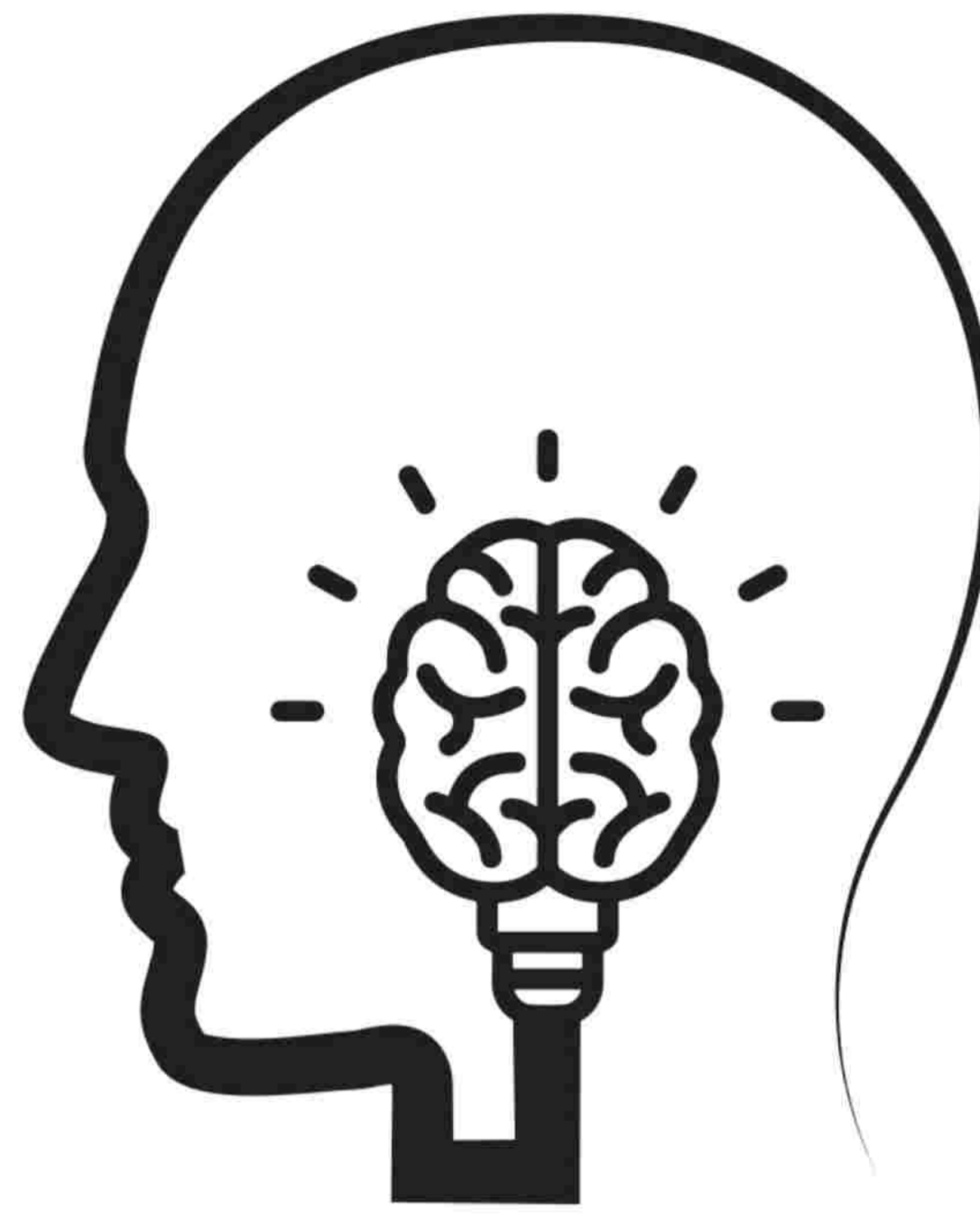
Ideate



Define



Prototype



Empathize



Test

Executive Programme in
**Product Innovation & Design
Thinking for Business Growth**

6 Months | Synchronous, Live Online Sessions | Starts on 25th June 2023

Mapping Business Growth in Design Thinking

“

Design Thinking market size was valued at USD 6900.0 million in 2021 and is expected to expand at a CAGR of 7.25 Percent during the forecast period, reaching USD 10500.0 million by 2027.

**Market Watch 2023.*

”

“

23% of Indian CEOs are prioritising innovative ways to engage consumers.

**EY's CEO Survey, 2022.*

”

“

90% of the amount of global companies which experts to increase their investments and resources significantly in design-thinking-related activities, three times the level of their less digitally advanced counterparts.

**Forbes Insights Survey, 2020.*

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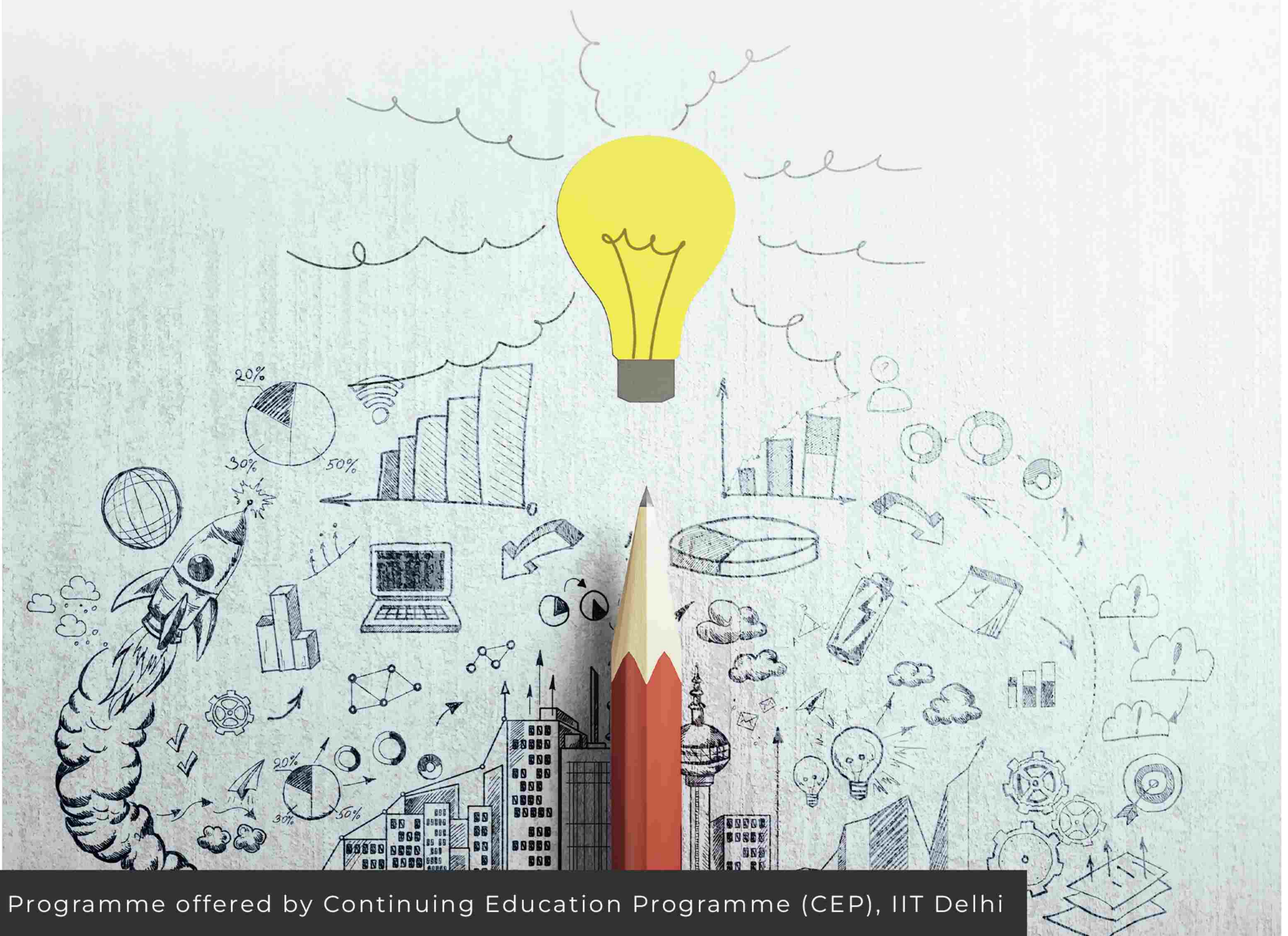
Overview

Rethink your career in design innovations by outperforming challenges in the global market. Pursue a Executive Programme in Product Innovation & Design Thinking for Business Growth from one of India's premier educational institutes (#4 in NIRF Rankings 2022 in the 'Management' Category, #2 in the 'Engineering' Category), IIT Delhi. This interdisciplinary programme is intended to equip professionals with the skills and knowledge required to develop and manage innovative products that will lead to business growth. The application of design thinking and management principles to product development and management is the key focus here.

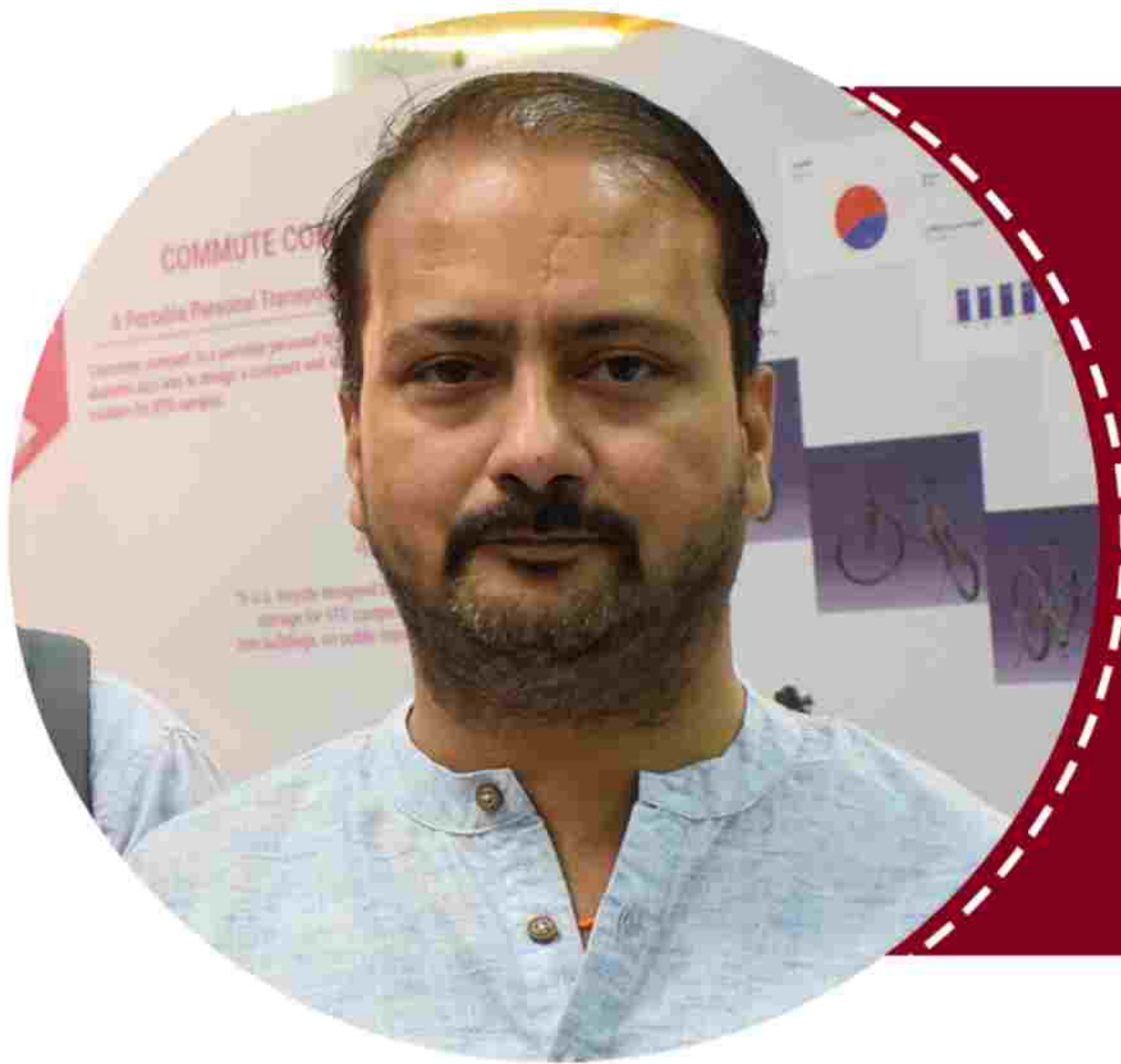
Through a combination of lectures, hands-on activities, and case studies, the programme aims to equip participants with a comprehensive understanding of product design and management processes and guide them on how to effectively implement these principles within their organizations.

Your course group is made of incredibly diverse professionals— here's a chance a network, learn and grow with your peer group and gain mentoring from IIT Delhi's highly experienced professors, founders & industry experts.

Further, this learner-centric programme consists of contemporary, comprehensive, and holistic coursework covering topics such as Product Management, Product Design, Innovative Thinking, Strategy, Product Growth, Entrepreneurship, etc. It will also assist participants in understanding the significance of staying current with the latest product design and management trends and how to apply them to their businesses.



Programme Coordinator



Dr. Sumer Singh

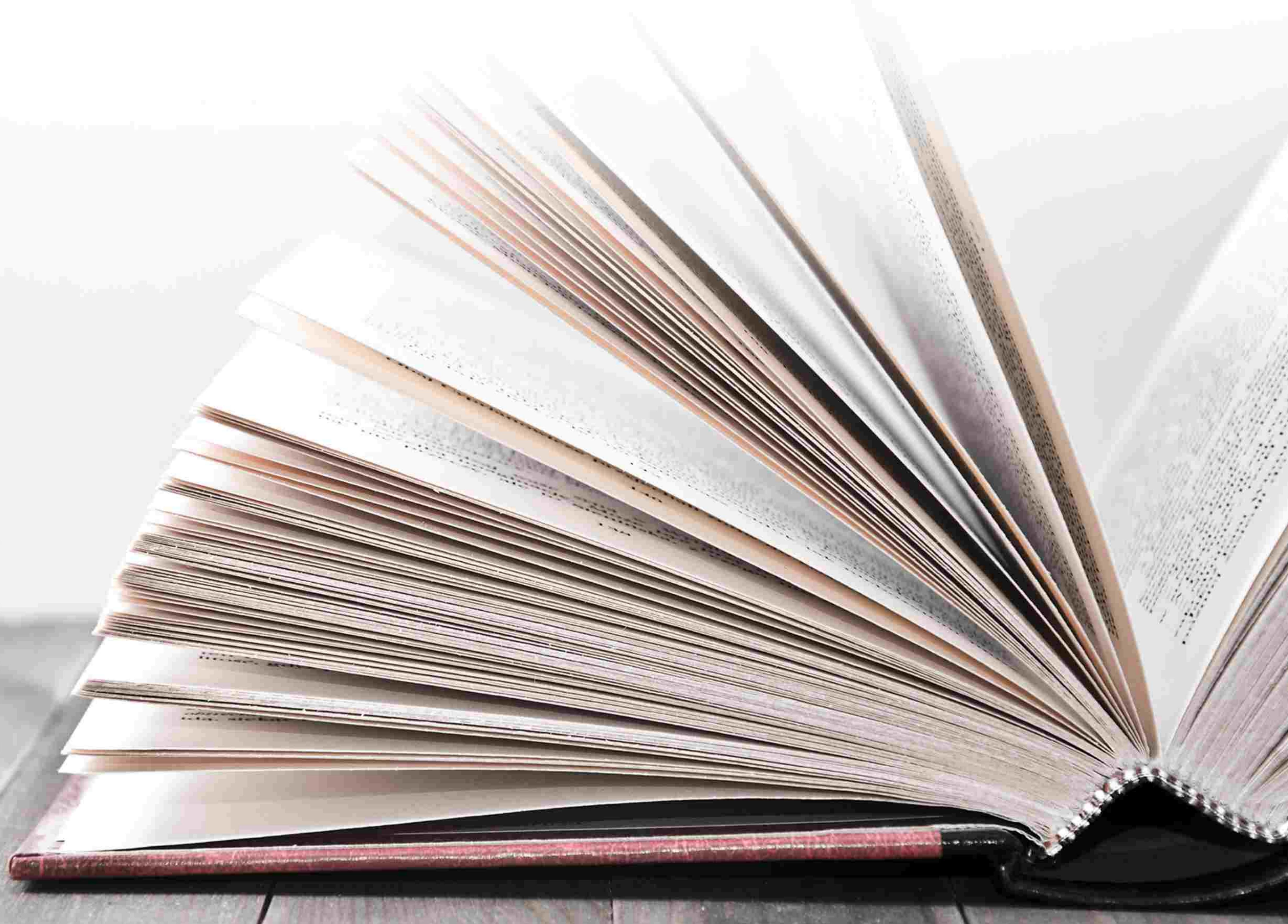
Associate Professor
Department of Design
Indian Institute of Technology Delhi

Dr. Sumer Singh has been in Design teaching and research for the past 20 years. He has been instrumental in the formation of design Departments in M. S Ramaiah Institutes Bangalore, MIT Pune and IIT Delhi.

His research is in the domain of environmental sustainability, where he works majorly on decision support systems which would help enhance environmental sustainability.

As a part of his practice, He has delivered many professional design projects. He is very passionate about product design and innovation. He tries to bring products from concept to reality. He is a mentor to a few startups which have their products in the market. He also conducts professional courses in encouraging startups with design intervention.

He has been involved in product design and development in the domain of Ayurveda. He is working on projects related to product design and development in association with the Central Council for Research in Ayurvedic Studies (CCRAS) and the All India Institute (AIIA).



Programme Highlights

Certificate of Successful Completion from CEP, IIT Delhi



2-Days intensive campus immersion modules



Live classes & Mentorship by highly experienced faculty members from IIT Delhi Professors, Founders & Industry Experts



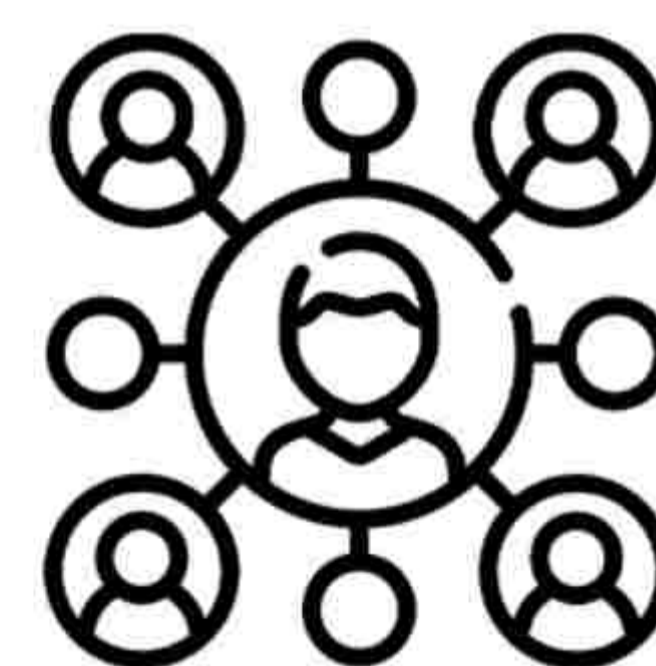
Contemporary, comprehensive and holistic programme



Flexibility in learning: online classes on weekends or after business hours



Peer-to-peer learning and mentoring from industry experts



Pedagogy includes case discussions, solving real-time business problems, etc.



Programme Content



Foundations of Product Management & Innovation

- Product management in industrial scenario
- Product management and its relevance for business growth
- Creativity and Innovation
- Voice of customers, Voice of market
- Expert session from a product manager from Industry



Introduction to Design Thinking

- Design thinking and its relevance in present world
- Steps for design thinking process
- Design thinking and doing
- Case study of design thinking in various industries
- Expert session from a practitioner of design thinking



Concept Generation / Concept Selection

- Identification of user needs, user study, tools for user study
- Concept generation and representation of concepts
- Concept generation: case study from an industry expert
- Tools for selection of concepts
- Practical exercise on concept selection



Making your MVP

- Different type of prototypes and their intent, Frugal prototypes, Functional prototypes
- Prototyping for UI/UX
- Prototype development: an Exploratory process
- Finding resources for prototype development
- Minimum Viable Product and its development
- Expert session from a startup for MVP
- Basics of UI/UX Design
- Information Architecture

Programme Content



Developing the Product Design

- Product development process in different industries
- Visual and Interaction Design
- From concept to MVP, batch production, mass production
- Tools, techniques, format for production
- Aligning resources, Vendor development, Outsourcing
- Expert session from an industry practitioner for Product Development



Testing with users

- Getting user insights at various stages
- User studies before designing, concept stage, prototype stage, after design
- Methods of user study: Interviewing, observation, questionnaire
- Engaging Focus groups and expert opinion
- Usability Testing
- Expert session from a user study practitioner from Industry



Designing Product Strategy

- Strategic design interventions for product success
- Strategy for management of cost, addressing sustainability needs
- Expert session for product strategy from startup
- Expert session for product strategy from Industry



Product Positioning & Branding

- Documentation and information on products
- Promotional videos, Newspapers and mileage through them
- Optimum positioning of product in space and time



Intellectual Property Rights

- Significance of IPR in present world
- Types of IPR: Patent, Copyright, Trademarks, Design Registrations
- Process of filing an IPR, Compliance Cost, etc.
- Case study of IPR from a Startup
- Practical exercise on preparing an IPR

Programme Content



Taking Ideas to market, strategy for product sales

- Sale in retail, sales in stores, modern trends of product sales
- Strategy for attracting customers on social media
- Expert session for product sales from startup



Transforming Products to Brands

- Building a Brand, Case studies of existing Brands
- Brand Management and decisions related for brand management
- Expert session from an industry practitioner



Capstone Project

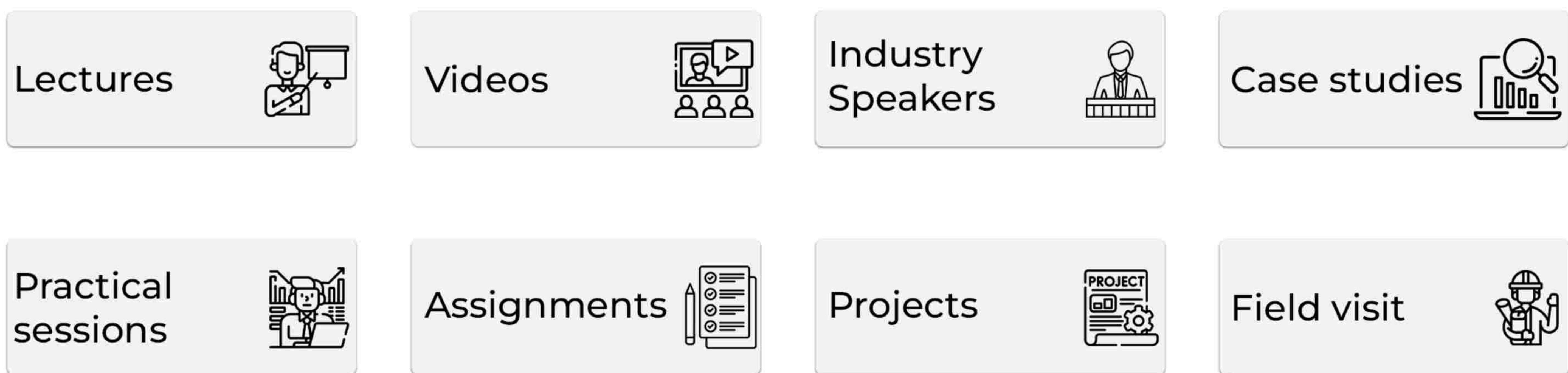
Guidelines for Capstone Project:

- Every participant proposes to work on a project by end of the programme
- Tentatively in the 15th Week
- Participants should include learning from the sessions to detail out the project
- Participants will be presenting their project in a time slot provided to them at the end of the programme
- There will be a tentative template shared to the participants if they wish to use it, but they should not be limiting to it
- The presentation will be of 10 minutes duration

Note: This is an indicative list of course topics and is subject to change as per IIT Delhi's discretion.



Pedagogy



Application Requirement

▶ Education Documents

- Consolidated graduation mark sheet/ Passing Certificate.
- SOP

▶ Experience Documents (if applicable)

- For Previous Organization(s): Relieving letters
- For Current Organization: Current Salary Slip or Bonafide Certificate from the HR department on company letterhead.

▶ ID Proof

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

Programme Fee Structure & Instalment Pattern

Particulars	Amount
Total Programme Fee	INR 1,10,000/- + GST
Total Fees (including GST)	INR 1,29,800/-

Instalment Pattern	
Particulars	Instalment Amount
Installment 1	INR 70,000/- + GST 7 days from the release of offer letter
Installment 2	INR 40,000/- + GST 10th August, 2023

*Payment of fees should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

*Loan Options is a service offered by Jaro Education and IIT-Delhi is not responsible for the same.

Programme Details

Duration	<ul style="list-style-type: none">• 6 Months
Delivery	<ul style="list-style-type: none">• Synchronous, Live Online
Schedule	<ul style="list-style-type: none">• Session Timings: Sunday (10.00 AM to 12.30 PM)• Commencement Date: 25th June 2023• Application Closure Date: 15th June 2023
Eligibility	<ul style="list-style-type: none">• Graduates or Diploma holders (10+2+3) from recognized university in any discipline.• 3 years of work experience is required for Diploma holders.
Screening & Selection	<ul style="list-style-type: none">• Applications will be reviewed based on the eligibility and subsequent shortlisting process as laid down by the Programme Coordinator.
Assessment Criteria	<ul style="list-style-type: none">• 40% Assignments• 50% Projects• 10% Attendance
Attendance	<ul style="list-style-type: none">• Minimum of 70% attendance is mandatory.

Programme Certification

- Participants who successfully meet the evaluation criteria (Grades>60%) and satisfy the requisite attendance criteria will be awarded a 'Certificate of Successful Completion' from Continuing Education Programme (CEP), IIT Delhi.
- Participants who are unable to score 60% marks in the evaluation will be eligible for the 'Participation Certificate.'
- The organizing department for this programme is the Department of Design.

  **Indian Institute of Technology Delhi** 

HAUZ KHAS, NEW DELHI- 110016

Programme Code:

Department/Centre/School of

Continuing Education Programme
On
Title of the Programme

This is to certify that

Mr./Ms. **Name Of The Participant**

has participated in the online certificate programme on "Title of the Programme" held from to by the Indian Institute of Technology Delhi.

Prof. Programme Coordinator

Prof. Head of the Department

Prof. Head/Associate Head, QIP/CEP



An initiative under eVIDYA@IITD (ई-विद्या@IITD)

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About IIT Delhi



as per NIRF India
Engineering Rankings
(2022)



as per ARIIA
Ranking (2021)



IITD is ranked
as per QS World University
Ranking 2023 in India

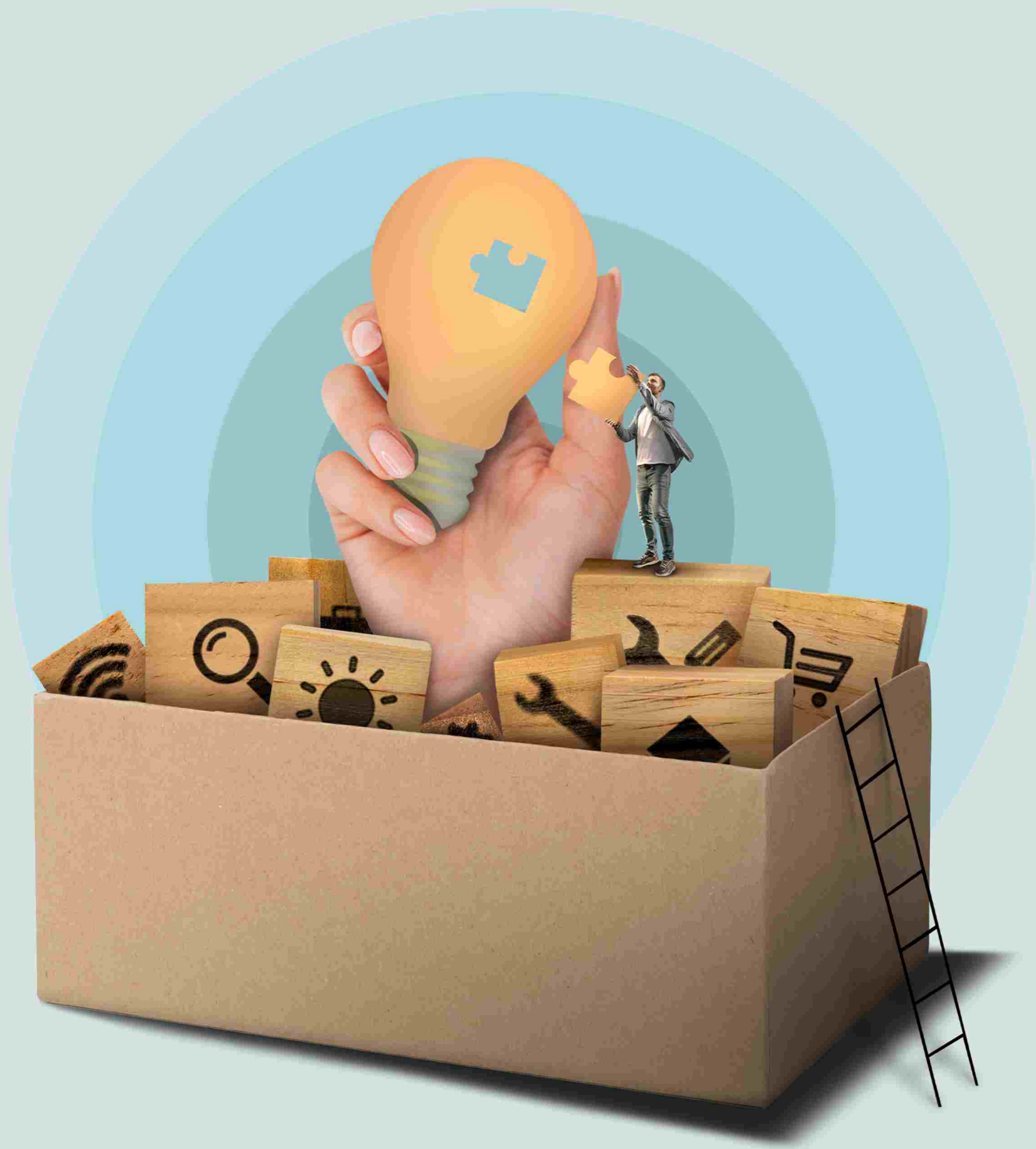
The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as the College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 students have graduated from IIT Delhi in various disciplines, including Engineering, Physical Sciences, Management, Humanities and Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master's Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics, or are with NGOs. In doing so, they have significantly contributed to the building of this nation and to industrialization around the world.

About Continuing Education Programme (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.





Apply Now

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 **11th, Vikas Centre, CG Rd, opposite Golf Club,
Wadavli, Vasant Vihar Complex,
Chembur, Mumbai**

Mudita Agarwal
Jaro Program Expert

 **7208935244**

 **mudita.a@jaro.in**

**For any feedback, please write to
CEP IIT Delhi at
contactcep@admin.iitd.ac.in**

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.