

SRI VENKATESWARA UNIVERSITY::TIRUPATI
DEPARTMENT OF MANAGEMENT STUDIES
2nd YEAR MBA COURSE

REVISED SCHEME OF INSTRUCTIONS AND EXAMINATION by including Edx Online Course
Semester – IV

BRANCH – IV-DESIGN THINKING FUNDAMENTALS IN MANAGEMENT

(Effective from the batch of students those who are in Fourth semester in the year 2024)

| Code No. | Title of the Paper | Components of Study Core/ Elective | No of credits | Sessional M.M.T.T. | Semester T.M.M.T.T. | Exam Duration | Maximum M.M.T.T. |
|------------|---|--|---------------|-----------------------|------------------------|------------------|---------------------|
| 401 | Digital Business Models | Core Value added Course | 4 | 30 | 70 | 3 Hrs | 100 |
| 402 | Strategic Management | Core Skill Development | 4 | 30 | 70 | 3 Hrs | 100 |
| 403 | Business Laws | Core Practical | 4 | 30 | 70 | 3 Hrs | 100 |
| 404 | Organisation Development | Core: Life Skills | 4 | 30 | 70 | 3 Hrs | 100 |
| 405 | Design Thinking Fundamentals in Management | Core-Online | 2 | 10 | 40 | 2Hrs | 50 |
| | Elective I | General Elective | 4 | 30 | 70 | 3 Hrs | 100 |
| | Elective II | General Elective | 4 | 30 | 70 | 3 Hrs | 100 |
| | Elective III | General Elective | 4 | 30 | 70 | 3 Hrs | 100 |
| | Elective | Open Elective | 4 | 30 | 70 | 3 Hrs | 100 |

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Semester – IV

BRANCH – IV-405 DESIGN THINKING FUNDAMENTALS IN MANAGEMENT

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Syllabus

Week 1: Introduction to Design Thinking

- What is design thinking?
- Design thinking methodology
- Characteristics of good solutions

- Week 1 Quiz (10 Questions), Incomplete(Quiz due Apr 14, 2024, 5:54 PM GMT+5:30)

Week 2: Defining a Problem and Creating a Team

- Implementing Design Thinking in Your Workplace
- Defining a Problem
- Creating a Team
- Revisiting the Problem

- Week 2 Quiz (10 Questions), Incomplete(Quiz due Apr 20, 2024, 5:54 PM GMT+5:30)

Week 3: Research and Refine the Problem

- Research Stage of Design Thinking
- Conducting User Research
- Reframed Problem Definition

- Week 3 Quiz (10 Questions), Incomplete(Quiz due Apr 26, 2024, 5:54 PM GMT+5:30)

Week 4: Ideation and Synthesis

- Ideation Stage of Design Thinking
- Divergent Thinking (Ideation)
- Convergent Thinking (Synthesis)

- Week 4 Quiz (10 Questions), Incomplete(Quiz due May 2, 2024, 5:54 PM GMT+5:30)

Week 5: Prototyping and Testing

- Prototyping Stage of Design Thinking
- Creating Prototypes
- Testing and Refining Prototypes

- Week 5 Quiz (10 Questions), Incomplete(Quiz due May 8, 2024, 5:54 PM GMT+5:30)

Week 6: Summary and Final Exam

- Next Steps in Design Thinking
- Summary of the Course

- Final Exam (25 Questions), Incomplete

Final Exam due May 14, 2024, 5:54 PM GMT+5:30

- Course Wrap Up

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MODEL QUESTION PAPER

MAX.MARKS:40

SECTION – A

1 TO 40 Multiple Choice Questions