



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

Batch 02

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

Programme by CEP, IIT Delhi

6 Months | Synchronous, Live Online Sessions

PROGRAMME STARTS ON ▶
4TH AUGUST 2024



MAPPING BUSINESS GROWTH IN DESIGN THINKING

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USD 10.85 Billion is the projected Design Thinking Market size by 2030, growing at a **CAGR of 7.1%** during the forecast period 2024 to 2030.

*Verified Market Reports

Enterprise design thinking has the potential to deliver immense business outcomes such as twice as fast speed to market, a **75%** increase in efficiencies, and a more than **300% increase in ROI**.

*CIO. ET | IBM

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

*EY's CEO Survey, 2022

Among the most visionary companies, nearly **90%** anticipate a substantial increase in investments and resources allocated to design-thinking-related endeavors. This figure is threefold higher compared to their less digitally advanced peers.

*Forbes Insights Survey, 2020

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OVERVIEW

Rethink your career in design innovations by outperforming challenges in the global market. Pursue an Executive Certificate Programme in Product Innovation & Design Thinking for Business Growth from one of India's premier educational institutes (#5 as per NIRF Rankings 2023 under the 'Management' 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 thrive in the VUCA world, leading to business growth. The application of design thinking and management principles to product development and management is the key focus here.

Navigate the VUCA world with ease as you master design thinking, converting problems into opportunities. Learn from industry experts across Product, UI/UX, Transportation, Packaging, and Branding domains, soaking in their success stories and overcoming challenges. Through lectures, activities, and case studies, hone your creative problem-solving skills, shaping new products and services. Gain insights into product design processes and diverse career opportunities. Post-programme, continue your learning journey and implementation in your work domain with ongoing support from our team!

Your course group is made up of incredibly diverse professionals— here's a chance to 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 Design, UI/UX Design, Transportation Design, Packaging design, Intellectual Property rights, Branding, 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 HIGHLIGHTS

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

Certificate of Successful Completion from CEP, IIT Delhi

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

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

3 Days intensive campus immersion modules

Peer-to-peer learning and mentoring from industry experts

Contemporary, comprehensive and holistic programme



LEARNING OUTCOMES

- 01 → Understand design principles and their practical applications.
- 02 → Analyze user behavior and preferences in relation to products, systems, and services.
- 03 → Foster creativity by generating multiple concepts to address a given problem.
- 04 → Evaluate concepts using predetermined parameters.
- 05 → Develop prototypes for product demonstration and assessment.
- 06 → Recognize the importance of Intellectual Property Rights (IPR) and navigate the filing process.
- 07 → Comprehend market dynamics, including online marketing strategies and product launches.
- 08 → Appreciate the role of brands and strategies for brand development.
- 09 → Identify and forecast opportunities for business growth with new products.

PROGRAMME CONTENT

Creativity and Innovation

- ▶ How to be creative
- ▶ Creativity and innovation as an explorative process
- ▶ Creativity and problem solving
- ▶ Case studies on creativity and its outcome in Design and Innovation

Product Management

- ▶ Product Management in Industrial scenario
- ▶ Product management and its relevance for business growth
- ▶ Voice of customers, Voice of Market
- ▶ Expert session from a product manager from Industry

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
- ▶ Prototype development: an Exploratory process
- ▶ Finding resources for prototype development
- ▶ Minimum Viable Product and its development
- ▶ Expert session from a startup for MVP

PROGRAMME CONTENT

Developing the Product Design

- ▶ Product development process in different industries
- ▶ 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
- ▶ 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, relevant offices, cost compliance
- ▶ Case study of IPR from a Startup
- ▶ Practical exercise on preparing an IPR

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

PROGRAMME CONTENT

Transforming Products to Brands

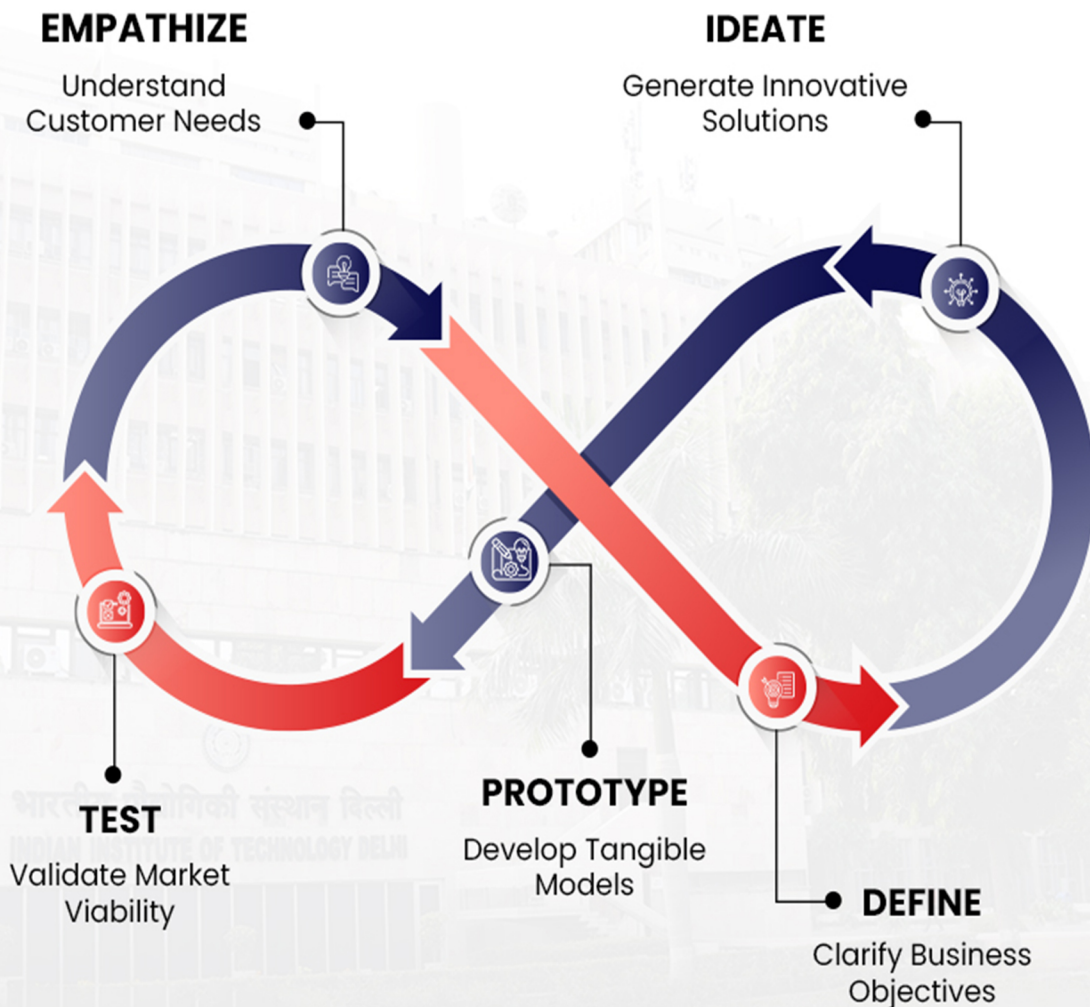
- ▶ Building a Brand, Case studies of existing Brands
- ▶ Brand Management and decisions related for brand management
- ▶ Expert session from an industry practitioner

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 with the participants if they wish to use it, but they should not be limiting to it
- ▶ The presentation will have a duration of 10 minutes

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

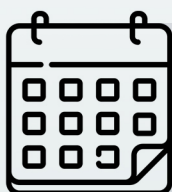


PROGRAMME DETAILS

Duration	6 Months
Delivery	Synchronous, Live Online
Campus Immersion	3 Days of Campus Immersion

SESSION TIMINGS

Sunday (10.00 AM to 12.30 PM)



Application Closure Date | 1st August 2024*
Commencement Date | 4th August 2024

*Seats are limited

ELIGIBILITY CRITERIA

- ▶ Graduates (10+2+3) or Diploma (only 10+2+3) from a recognized university in any discipline.
- ▶ Work Experience of 3 years for diploma holders is mandatory.

SCREENING & SELECTION

- ▶ Applications will be reviewed based on the eligibility and subsequent shortlisting process as laid down by the Programme Coordinator.

ASSESSMENT CRITERIA

- ▶ 40% Assignments | 50% Projects | 10% Attendance

ATTENDANCE

- ▶ Minimum of 70% attendance is mandatory.

PEDAGOGY

Lectures	Videos	Industry Speakers	Case studies
Practical sessions	Assignments	Projects	Field visit

APPLICATION REQUIREMENT

EDUCATION DOCUMENTS



Consolidated graduation
mark sheet and
Passing Certificate



SOP

EXPERIENCE DOCUMENTS (IF APPLICABLE)



For Previous Organization(s):
Relieving letters



For Current Organization(s):
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 DETAILS

PROGRAMME FEE STRUCTURE

Total Programme Fee

INR 1,20,000/- + GST

INSTALMENT PATTERN

Instalment 1

INR 80,000/- + GST

(3 days from the release of the offer letter)

Instalment 2

INR 40,000/- + GST

(3rd August 2024)

EASY EMI OPTIONS AVAILABLE*

- ▶ Payment of fees should be submitted in the IIT Delhi CEP account only and the receipt will be issued by the IIT Delhi CEP account for your records.
- ▶ Loan Options is a service offered by Jaro Education. IIT Delhi is not responsible for the same.

WITHDRAWAL & REFUND FROM PROGRAMME:

- ▶ Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.
- ▶ Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.
- ▶ If you wish to withdraw from the programme, you must email cepaccounts@admin.iitd.ac.in and crm.supportiitd@jaro.in, stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.



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.

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 successfully completed 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 (e-Rtm@IITD)

Participants who are unable to score 60% marks in the evaluation will be eligible for the **'Participation Certificate.'**

Indian Institute of Technology Delhi
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Programme Code:
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Prof. Programme Coordinator
Prof. Head of the Department
Prof. Head/Associate Head, QIP/CEP
An initiative under eVIDYA@IITD (e-Rtm@IITD)

- The organizing department for this programme is the Department of Design.
- Only e-certificate will be provided and it will be issued by CEP, IIT Delhi.

PROGRAMME COORDINATOR



PROF. SUMER SINGH

**Associate Professor,
Department of Design CBME, IIT 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).

ABOUT IIT DELHI



as per NIRF India
Rankings Management
Category (2023)



IITD is ranked
as per QS World University
Rankings (2024) 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 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 Ph.D. 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.

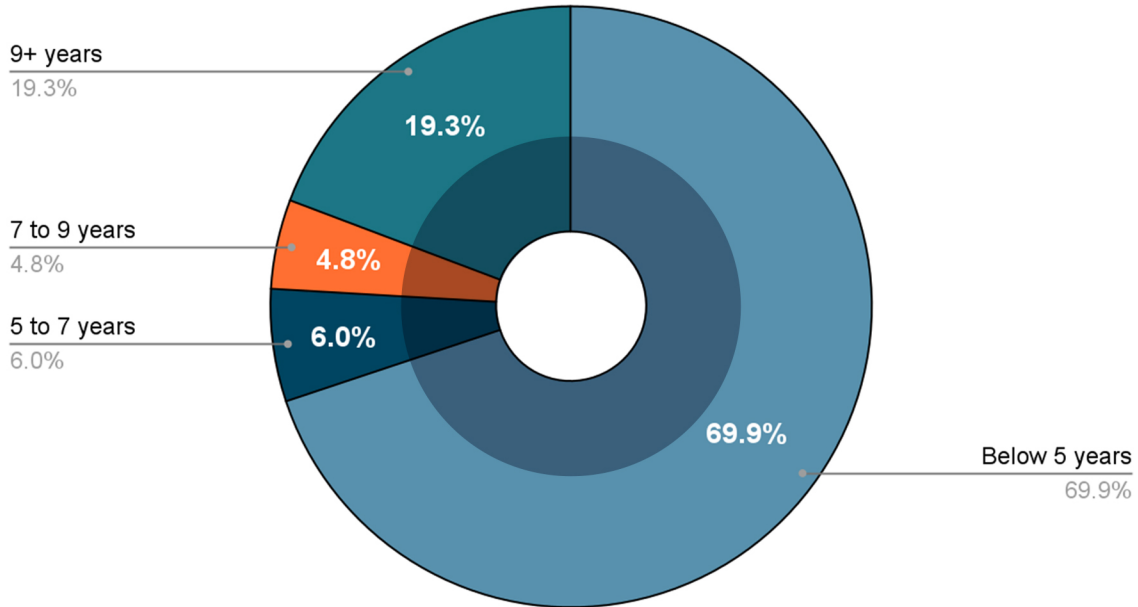


ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

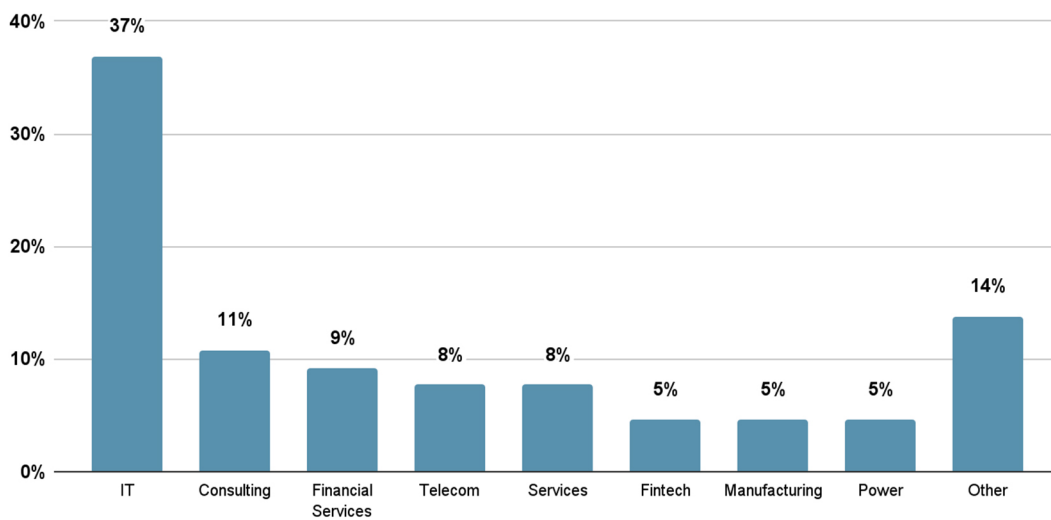
Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape. Committed to the cause of making quality education accessible 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.

RECENT BATCH ANALYSIS

WORK EXPERIENCE



INDUSTRY WISE BIFURCATION



RECENT BATCH ANALYSIS

TOP COMPANIES WHERE OUR ALUMNI ARE WORKING:



TOP PROFILES OF OUR ALUMNI:



Director



Head-New
Technology and
Analytics



Country
Business
Head



Senior
Product
Manager



Senior Design
Analyst



Product
Designer

NOTE:

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.



HEAR FROM OUR ALUMNI



MANDAR HALBHAVI

**Deputy General Manager - IoT
Jio Platforms Ltd. (A Reliance Industries Ltd Group)**

I am immensely grateful for the enriching experience of completing the Product Innovation and Design certification from IIT Delhi. Under the guidance of Prof. Dr. Sumer Singh, I delved into a world of innovative concepts and practical strategies that have transformed my approach to product development. The course structure was comprehensive, the materials were engaging, and Dr. Singh's expertise truly brought the subject matter to life. I extend my sincere thanks to Dr. Singh and the entire team for their dedication and support throughout this journey. This certification has equipped me with invaluable skills that I am eager to apply in my future endeavors. Thank you, IIT Delhi, for this incredible opportunity.



MAHAK BAFNA

Entrepreneur

I completed the Executive Programme in Product Innovation & Design Thinking for Business Growth at IIT Delhi through Jaro Education. The course was perfect for my venture into manufacturing and product development, providing insights on design thinking to thrive in a competitive environment. The faculty was helpful, connecting me to relevant resources. For those new to business, entrepreneurship, design, or product development, this course is essential for stepping into these areas.



Services provided by
jaro education

JARO PROGRAMME EXPERT
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 www.jaroeducation.com

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.