



Department of Management Studies

Design Thinking Workshop

Sem – 3 (A, B & C)

Total No. of Students – 180

No. of Days – 2

Workshop Trainer – Mr. Ramani Venkat ()

Date: March 12 & 13, 2025 Venue: Tejas Seminar Hall

Time: 10:00 AM - 4:00 PM

A two-day **Design Thinking Workshop** was conducted at **New Horizon College of Engineering, Bengaluru**, for **MBA Semester 3 students** on **March 12 and 13, 2025**. The workshop aimed to equip students with practical insights into design thinking, fostering creativity, problem-solving skills, and innovative approaches to business challenges.

Objectives of the Workshop

- To introduce the principles of design thinking.
- To enhance students' ability to empathize with users and generate innovative solutions.
- To develop problem-solving skills through structured ideation and prototyping.
- To encourage collaborative teamwork and out-of-the-box thinking.

Workshop Structure

The workshop was designed in an **interactive and experiential format**, focusing on a **five-stage design thinking process**:

1. **Empathize** – Understanding user needs.
2. **Define** – Identifying key challenges.
3. **Ideate** – Brainstorming potential solutions.
4. **Prototype** – Creating tangible models.
5. **Test** – Refining solutions based on feedback.

Day 1: Understanding and Ideation

The first day started with an **introductory session** by the facilitator, explaining the significance of design thinking in business and problem-solving. The students were introduced to various **case studies** demonstrating the impact of design thinking across industries.

Activities Conducted:

- **Icebreaker Session:** Students engaged in a **marshmallow challenge**, where they had to build the tallest free-standing structure using marshmallows, spaghetti, tape, and string. This activity emphasized the importance of prototyping and iteration.
- **Empathy Mapping:** Participants conducted interviews to understand user pain points and create empathy maps.
- **Problem Definition Exercise:** Students worked in teams to define real-world business challenges and formulate problem statements.

Day 2: Prototyping and Testing

On the second day, students focused on **developing prototypes** and **testing solutions**. Teams worked collaboratively to create rapid prototypes and refine their ideas based on feedback.

Activities Conducted:

- **Brainstorming and Ideation:** Participants generated multiple solutions for the defined problems using techniques like mind mapping and SCAMPER.
- **Rapid Prototyping:** Students built low-fidelity models of their solutions using paper, cardboard, and digital tools.
- **Feedback and Refinement:** Each team presented their prototypes, received peer and mentor feedback, and refined their solutions accordingly.
- **Final Presentation:** Teams pitched their ideas to a panel of faculty members and industry experts, demonstrating how their solutions address real-world business challenges.

Key Takeaways

- **Practical Exposure:** Students gained hands-on experience with the design thinking process.
- **Team Collaboration:** Encouraged cross-functional teamwork and creative problem-solving.
- **Real-World Application:** Learned to apply design thinking principles to business and entrepreneurial challenges.
- **Innovation and Creativity:** Strengthened their ability to generate and refine innovative ideas.

Conclusion

The **Design Thinking Workshop** was a highly **engaging and insightful** experience for the **MBA Semester 3 students**. It provided them with a **structured framework** to approach

problem-solving creatively. The interactive sessions, hands-on activities, and teamwork exercises fostered a culture of **innovation and critical thinking**.

The event concluded with **certificate distribution**, followed by a vote of thanks from the faculty coordinators, appreciating the efforts of students, facilitators, and organizers in making the workshop a grand success.





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