



Institute of
Management Technology
Ghaziabad, Delhi NCR



MASTER IN
MANAGEMENT
2024 RANKING
GLOBAL TOP 100

Certificate Program for professionals in Customer Centric Design Thinking



ABOUT THE PROGRAM

Customer Centric Design Thinking (CCDT) is a powerful approach to problem solving that begins with understanding unmet customer needs. The CCDT process is a human-centered design process that keeps empathy for the customers at its core. It encompasses observing the customers to develop insights about their behavior, concept development, applied creativity, prototyping, and experimentation. With CCDT, companies can innovate at a rapid pace while experiencing consistent growth.

Companies, such as Apple, Coca-Cola, GE, Nike, Airbnb, Uber and many more, have consistently outperformed their peers using customer centric design philosophy. Such companies have incorporated Customer Centric Design in their Corporate Strategy, making innovation a core value proposition. These companies have either solved problems innovatively or have designed innovative solutions, that fulfil the criteria of Desirability, feasibility, and viability.

The aim of the course is to introduce the concept of Customer Centred Design Thinking through focused workshops for working professionals in a manner such that they can use the process to solve real world problems in both their personal and professional lives.

Program Outcomes:

Upon the completion of the program, participants will

- ✓ Understand and apply the Design Thinking process
- ✓ Identify and assess opportunities through customer need-gap analysis
- ✓ Evaluate the solution based on Innovation framework of Desirability, Feasibility and Viability
- ✓ Create innovative solutions that enhance customer experience

Program Highlights:



Hands-on peer learning



Working on actual projects



Experiential prototyping



Live Online/Offline sessions by subject experts



Access to video recordings of the sessions



WHY IMT GHAZIABAD'S ONLINE DESIGN THINKING COURSE IS UNIQUE?



Since 2016, IMT Ghaziabad has empowered 4,000+ learners to innovate and excel through Design Thinking.



Our faculty cohort combines extensive experience from both industry and academia, offering students a well-rounded, practical, and insightful learning experience.



Hands on experience with real-world, industry-relevant projects that adds value to student's professional profile.

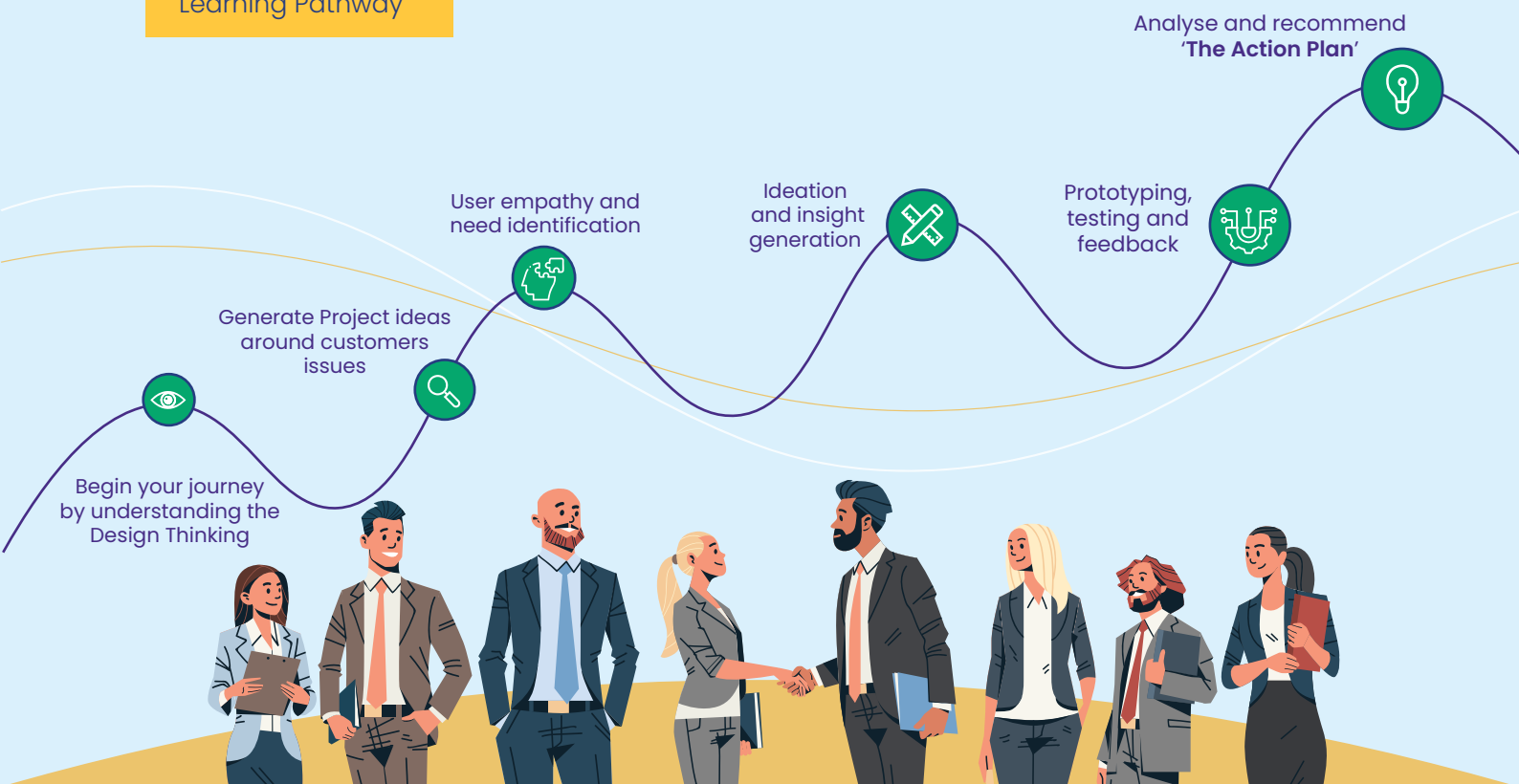


Students receive individual attention and support throughout the course, with live guidance at every step of the process, fostering an environment of continuous growth.



The course content is continually updated to reflect the latest trends and technologies in the field, ensuring students acquire skills that are in high demand.

Learning Pathway



PROGRAM CURRICULUM

| Module | Theme | Topics Covered |
|--|---------------------------------------|---|
| Introduction to Customer Centric Design Thinking | Design Thinking – a powerful approach | <ol style="list-style-type: none">1. What is Design thinking? Why is it important?2. Stages of Design Thinking process3. Application across Industries4. Skills and capabilities required in Design Thinking Professionals5. Importance of solving the innovation conundrum: Real – Win – Worth |
| User Empathy & Need Identification | Power of Curiosity & Problem Analysis | <ol style="list-style-type: none">1. Empathy Maps and Personas2. Identifying Pain points/unmet needs3. Techniques used for Customer interaction4. Need insight Analysis |
| Ideation & Creative Thinking | Divergent Thinking | <ol style="list-style-type: none">1. Moving from Insights to Idea2. Methods of Ideation3. Defining the Right Problems4. Techniques for Enhancing Creative Thinking5. Divergent and Convergent approaches |
| Prototyping & Testing Ideas | Storytelling & Feedbacks | <ol style="list-style-type: none">1. Importance of prototyping2. Types of prototyping3. Selecting the best PoV for prototyping4. Creating Low Fidelity prototypes5. Prototype Display and prototype testing6. Gathering Feedback |

WHO SHOULD ATTEND?

The program is for teams and individuals who want to learn the proven systematic approach to problem solving and enhancing customer experience.

- ✔ Managers from Marketing, R&D, product development, engineering and innovation domains
- ✔ Designers, UX/UI Consultants
- ✔ Product, Marketing, and Project Managers
- ✔ Strategic Leaders – CXOs, CEOs, etc.
- ✔ Founders / Entrepreneurs / Business Owners
- ✔ Innovation and Growth Consultants
- ✔ Anyone looking for a distinctive approach to solving problems

PROGRAM DELIVERABLES:



Certificate of completion by IMT Ghaziabad



Credible High Quality Content



Hand-outs / E-books



21 Hours of Live Learning



Mentorship / Alumni Status / Unlimited LMS Access etc.

PROGRAM FACULTY



Dr. Shalini Rahul Tiwari
Associate Professor

Dr. Shalini Rahul Tiwari is an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at IMT Ghaziabad. She has rich experience of 24 years in various capacities, in corporate and academia. She has recently authored a book on Design Thinking (Wiley India). She is certified design coach and trainer, having completed the Executive Program in Mastering Design Thinking from MIT, Sloan School of Management. She has delivered training programs to well-known corporate giants such as – Reckitt Benckiser, Maruti Suzuki, True Value, Coca Cola (India), GMR– Delhi Airport Authority of India, The Times of India (Bennett Coleman Ltd)., Navitasys, AMDOCS, Airport Authority of India, Hero Moto Corp Ltd. Indian Postal Academy, etc. She is a certified case teacher and writer by the Harvard Business School.



Jishnu Changkakoti
Professor

Jishnu Changkakoti is an MBA from IIM Calcutta and an engineer from NIT Calicut with over 30 years of overall experience, including 23 years in the FMCG and health care industries, and 8 years of teaching and consulting work. As an industry professional, he worked in companies like Johnson & Johnson, Samsung and Zydus Wellness Ltd. across multiple countries including USA, Indonesia and India. Jishnu is a certified executive coach and a graduate of the Executive Program in Mastering Design Thinking from MIT Sloan School of Management.



Dr. Susmi Routray
Professor

Dr. Susmi Routray is an IT and analytics professor at IMT Ghaziabad. She holds certifications as a Network Analyst from the National University of Singapore (NUS) in Singapore and St. Gallen University in Switzerland. Her MIT certification program in Design Thinking and Innovation, provides learners with cutting-edge frameworks for problem-solving. She has more than 24 years of experience in teaching, research, and consulting. Her specialisation areas include digital business models and innovation, AI & Gen-AI, Data Analytics, Cloud Computing, and IoT.

SELECTION & ADMISSION PROCESS

Eligibility:

Graduate or Diploma Holders (10+2+3)
Preferably with Industry experience.

Selection Process:

Interested learners have to apply online and submit their CV/Profile with a brief Statement of Purpose (SOP of upto 100 words) mentioning why they want to join this program and their expectations from the same.

- ✓ Offer of admission would be given to selected candidates based on brief screening process.
- ✓ Limited seats offered on first-come-first served basis
- ✓ Batch commences from Feb 2025

Program Fee: INR 42,000/- + Taxes

What all is included in the Fee?

Learning Material, Live online classes, LMS Access, Campus visit* and Certification
(*Excludes Boarding & Lodging)

- All IMT Ghaziabad alumni are eligible for 20% waiver on the program fee.
- Any Company nominating more than three executives will be entitled for 15% waiver on program fee.



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For more details and enrollment

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