भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



DESIGN THINKING FOR BUSINESS PROBLEM SOLVING

DECEMBER 14 - 17, 2026

OVERVIEW

Great innovators in the fields of art, music, literature, science, engineering, and business have practiced design thinking to solve their problems. Design Thinking plays a crucial role at each stages of an effective problem solution and decision journey. Design thinking methods can effectively be used starting from idea creation stage through problem formulation, solution and its implementation. It is essentially a strategy to deal with complex and complicated problems to build the product with fully satisfied customers. It is used to improving creativity and innovation in the company, so as to achieve their goal in an ever dynamic and chaotic market. Some of the world's leading brands, such as Apple, IKEA, Google, Microsoft, LEGO, Tesla and others, have adopted successfully the Design Thinking approaches. The session would focus on De-mystifying Design thinking, to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, explain briefly how Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods.



OBJECTIVE

The participants can learn:

- Design thinking concepts
- Understanding how Design thinking is different from the other innovation models like Co-creation, Blue ocean strategy etc.
- how to run a successful design thinking sessions
- how to choose the most appropriate method to tackle any project
- How to formulate problem and evaluate its solutions?
- How to think differently and own the responsibility?
- How to be more comfortable with their own creative abilities?

COURSE COVERAGE

- Design Thinking concepts
- Thinking styles: Ordinary thinking and design thinking
- Pattern-based and innovation-based thinking
- Invention, innovation, and creativity
- Creative Problem Solving Techniques
- Ideation Techniques
- IDEO's Systematic Innovation Process
- Empathic approach to problems
- Understanding Customer Needs: Customer decision journey
- Mind Mapping, Root-cause and Causal Maps
- Six Thinking Hats, SCAMPER, Affinity Diagrams etc.
- Simulation and Design
- Brainstorming and reverse brainstorming
- Concept Mapping
- Prototyping and Evaluation techniques
- Problem solving in critical times: TRIZ and 8D problem solving Methods
- Design of Services and Customer Experience

PEDAGOGY

The pedagogy for the program will be a mix of experiential exercises, role plays, games, simulations, lectures and case discussions.

PARTICIPANTS PROFILE

The program is aimed at middle and senior level managers, executives, professionals and engineers.



FACILITATOR



Prof. Deepak S Kumar
Associate Professor, Marketing Management



Prof. Nivedita Bhanja
Assistant Professor, Marketing Management

Programme Fee:

Residential	Non-Residential
Rs. 100000	**Rs. 90000**
GST @ 18%	GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

CANCELLATION POLICY:

Joining instructions will be sent to the selected candidates10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



Management Development Programme
IIMK Campus P. O.,
Kozhikode 673 570, Kerala, India

email:mdp@iimk.ac.in

+91-(495)-2809558
+91-(495)-2809549