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

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AACSB

Business Education Alliance Member

EQUIS

Professional Certificate Programme in Design Thinking and Innovation with AI

Duration : 25 Weeks | Online

Integrated with Generative AI

#3 NIRF India Ranking 2025, Management

Programme Summary

Professional Certificate Programme in Design Thinking and Innovation with AI

Institute Name
IIM Kozhikode

Programme Duration
25 Weeks

Cost
INR 1,39,000 + GST

Learning Mode
Online

Weekly Effort
4-6 Hours / Week

Faculty
IIM Kozhikode

Programme/ Course Leaders
Subject Matter Experts/
Industry Practitioners

Eligibility
Minimum Graduate or Diploma
Holder (10+2+3)

Certificate
IIMK will Award a Certificate of
Successful Completion to
Participants Who Complete the
Programme Successfully with 70%
of the Score in the Evaluation.

Learning Experience

- **Pre-recorded videos**
  Flexibilty - Learn at your own pace,
  around your busy schedule

- **High quality videos**
  Great learning experience, even
  while on-the-move

- **On-demand learning**
  Re-watch any lesson/ concept for deeper
  understanding

- **World-class faculty**
  Learn from the best faculty and
  industry practiioners

- **Cohort-based learning**
  Networking & community Interaction
  by using discussion boards

Frequently Asked Questions

Are there any Online with the institute faculty in this programme?
The programme includes high-quality pre-recorded videos by esteemed IIMK faculty, complemented by doubt-clearing
sessions with industry experts, offering practical insights and real-world perspectives.

What is the role of the Programme Leader? Are they institute faculty?
Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper
and share real-world examples wherever needed. They are not faculty of the institute

Who grades/ gives inputs on the assignments and projects?
Assignments will be graded by industry practitioners who are available to support participants in their learning journey, and/or by
the Emeritus grading team.

Is there a qualifying mark/ grade to get the final certification in this course?
Yes, the qualifying mark is 70%.

What if I miss the assignments for a particular week? Can I attempt them later?
It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?
We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning
outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated before the
programme commencement. However, after the programme commences, fee becomes non-refundable.

What type of certificate will I receive?
Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be
shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your
LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?
You will have access to the online learning platform and all the videos and programme materials for 12 months following the
programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Note: This programme summary is provided only for your convenience. You are advised to refer to the programme
brochure for more information. Timings of Online are tentative and may vary based on faculty availability and
scheduling needs.

The IIM Kozhikode Advantage

From The Director's Desk

Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose.

Modern times bring challenges that demand not just talent but creativity, tact, and human-centred problem-solving. Design Thinking approaches—such as brainstorming, reverse brainstorming, the Kano Model, and the Minimum Viable Product—focus on understanding the people we design for. Over this 30-year journey, IIM Kozhikode has embraced such innovative methods, ensuring our programmes stay relevant and impactful.

And the best part? Design Thinking is for everyone. Whether you're a business leader breaking old stereotypes or a strategist seeking fresh perspectives, IIM Kozhikode's Design Thinking and Innovation programme is your gateway to crafting new success stories.

Wishing you all the very best!

Prof. Debashis Chatterjee
Director,
Indian Institute of Management Kozhikode

Programme Overview

**$1.3** Generative AI is estimated to grow into a $1.3 trillion market by 2032.

(Source: Bloomberg Intelligence, June 1, 2024)

The Professional Certificate Programme in Design Thinking and Innovation with AI, offered by the Indian Institute of Management Kozhikode, equips learners with a comprehensive approach to problem-solving. The programme emphasises empathising with people, defining problems clearly, ideating innovative solutions, creating prototypes, and testing their effectiveness.

Participants will gain hands-on experience and practical knowledge to identify opportunities and drive organisational innovation using cutting-edge AI technologies. This programme blends theoretical insights with real-world applications, preparing learners to leverage AI for modern, market-savvy solutions that go beyond conventional approaches. Design thinking isn't just a buzzword—it's the essential toolkit for businesses seeking to innovate and grow in the 21st century.

Programme Highlights
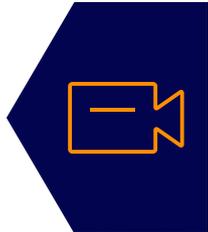
Recorded video lectures delivered by renowned IIMK faculty
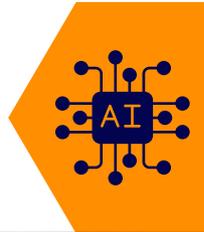
Comprehensive coverage of AI and Generative AI in design thinking process and innovation

Real-world learning with Capstone project

Gain hands-on knowledge through real-world case studies

15+ assignments* and quizzes

Expert-led office hours and discussion boards for in-depth engagement

Certificate of completion from one of India's top B-schools

Note:
- This is a self-paced online programme. Thus, faculty will not be a part of weekly Online or any other live interaction in this programme. We have a curated panel of eminent industry practitioners who will be conducting the weekly live doubt-clearing sessions.
- The final number of quizzes, assignments and discussions will be confirmed closer to the programme start. *Assignments are graded either by industry practitioners who are available to support participants in their learning journey and/or by the Eruditus grading team.

Who Is This Programme For?

- **Designers**, **UX/UI Consultants**, and **Creative Managers** who aim to integrate AI and design thinking into creating innovative, customer-centric solutions.
- **Product, Marketing, and R&D Managers** looking to harness AI and design thinking to create impactful, market-driven innovations.
- **CXOs**, **Founders**, and **Strategy Officers** aiming to scale businesses through customer-focused innovation, enhanced by AI.
- **Innovation and Growth Consultants** seeking to leverage AI-driven design thinking to deliver transformative results for their clients.

Programme Directors

Prof. Anandakuttan B Unnithan obtained his PhD in Marketing from Cochin University of Science and Technology, Kochi, Kerala. He has extensive experience of more than 25 years as a business educator, researcher and administrator. Currently, he is a Professor, Marketing Management at the Indian Institute of Management Kozhikode and former Dean (Academic Affairs and Development). His research interests include consumer behaviour, services marketing and advertising. His publications have appeared in leading journals in marketing, advertising and other business disciplines. He has consulted with major corporations and government agencies.

Prof. Anandakuttan Unnithan

Marketing Management ; Dean-Programmes
Indian Institute of Management Kozhikode

Prof. M.Geetha is a Professor in Marketing Management area at Indian Institute of Management Kozhikode. She obtained her PhD in Marketing from Indian Institute of Technology Madras. Her research and teaching interests include Consumer Behavior, Retailing and Branding. She has published in major international journals like European Journal of Marketing, Journal of Retailing and Consumer Services, Tourism Management etc.

Prof. M. Geetha

Marketing Management
Indian Institute of Management Kozhikode

Programme Directors

Prof. Deepak S Kumar completed his graduation in Architectural Engineering from the National Institute of Technology Calicut (NITC) and his Fellow (PhD) from the Indian Institute of Management Kozhikode. He has a total of 10 years of work experience in the industry and academia. He teaches courses like marketing management, services marketing, experiential marketing, innovation and design thinking and integrated marketing communications for the post-graduate programme. His research covers visual aesthetics, image analytics, servicescapes, and technology adoption, with publications in top journals like the Journal of Business Research.

Prof. Deepak S. Kumar

Marketing Management Indian Institute of Management Kozhikode

Programme Modules

Pillar - I:	Introduction to Design Thinking and AIML

Module 1: Introduction to Design Thinking and Innovation

- Origin and Purpose of Design and Innovation
- Examples of Good and Bad Design/Innovation
- Design Thinking and its Benefits
- Applications of Design Thinking
- The Fundamentals of Design Thinking
- The Stanford Design Thinking Process
- Design Thinking Process - The Unique Aspects
- Key Features of the Design Thinking Process
- Cognitive Models Applied in Design Thinking

Module 2: Innovation and Business Success

- Innovation and its Importance
- Factors that Trigger Innovation
- Opportunities for Innovation in Business
- Types of Innovation
- Reasons for Failure of Innovations
- Design Thinking for Innovation in Physical Products
- Design Thinking for Innovation in Digital Products
- Design Thinking for Innovation in Services
- Design Thinking for Innovation: Other Applications
- Deterrents to Innovation
- Choosing the Right Innovation Path
- The Three Lenses of Innovation
- Using the Three Lenses of Innovation: An Example
- Products and its Levels
- Finding Product Market Fit (PMF)
- Pain Killers and Vitamins
- Product Life Cycle & Innovation Intervention

Module 3: Design Thinking with AI

- Integrating AI into Design Thinking Processes: Pros and Cons
- Problem Framing with AI Assistance
- Cognitive AI and Design Thinking
- Scenario Planning with AI
- Measuring the Impact of AI in Design Thinking
- Design Thinking Use cases with AI Applications

Module 4: Creativity and Innovation with AI

- Understanding Human Creativity
- Human Intuition vs. AI Algorithms
- Role of AI in Enhancing Creativity
- Evaluating Creative Outputs: Human vs. AI
- Future of Creativity: Human and AI Synergy
- Ethical Considerations in AI-Driven Creativity

Pillar - II:	Product and Concept Development

Module 5: Design Thinking Approach for Idea Generation

- Introduction to Problem-Framing Canvas
- Problem-Framing Canvas: The Customer Pain Segment
- Problem-Framing Canvas: The Business Goals Segment
- Problem-Framing Canvas: The Ideas and Opportunities Segment
- Preparing for Idea Generation
- Creative Thinking
- Critical Thinking
- Creative Confidence
- Introduction to Brainstorming
- Examples of Brainstorming Scenarios
- Brainstorming: Principles and Process
- Methods of Brainstorming
- Reverse Brainstorming

Module 6: Design Thinking Approach for Concept Development

- The Innovation Idea Funnel
- Parts of the Innovation Idea Funnel
- Introduction to Concept Development
- The Concept Development Process
- Tools Used in Concept Development
- An Introduction to Product Concept
- Anatomy of a Product Concept
- Mapping a Product Concept
- Product Concept Statements
- Introduction to Product Concept Ideation
- Tools for Product Concept Ideation: Storyboard
- Tools for Product Concept Ideation: Sketches and Wireframes
- Tools for Product Concept Ideation: System Map
- The Back of Napkin Pitch

Module 7: Design Thinking Approach for Concept Evaluation

- Introduction to Assumption Testing
- Testing Assumptions
- Kano Model: An Introduction
- Kano Model: Characteristics
- Kano Model: Analysis and Checking for Assumptions
- Introduction to Value / Ease Matrix
- Value / Ease Matrix: Process
- Introduction to Rapid Prototyping
- Forms of Rapid Prototyping
- The Rapid Prototyping Process
- Advantages and Disadvantages of Rapid Prototyping
- Preparing for Feedback

Module 8: Design Thinking Approach for Obtaining User Feedback

- Introduction to Minimum Viable Product
- Launching a Minimum Viable Product: Process
- Customer Co-Creation: Introduction

- Customer Co-Creation: Process
- Learning Launches: Introduction
- Learning Launches: Essentials
- Learning Guide and Beyond
- Getting Started on the Design Thinking Journey

Module 9: Iterative Design and Sustainability

- Design Iteration for Continuous Improvement
- Sustainable Design Principles and Practices
- Lifecycle Assessment and Environmental Impact Analysis
- Circular Design Thinking for Sustainability

Module 10: Gen AI for Product and Process Innovation

- AI-powered Ideation and Concept Generation Tools
- Generative Design and AI-driven Prototyping
- Rapid Prototyping with AI-based Simulation and Visualisation
- AI-enabled Collaboration in Prototyping Processes and Innovation
- Case studies on Gen AI driven product and process innovation

Pillar - III: Understanding Customers and Needs using Gen AI

Module 11: Design Thinking Approach for New Product Development

- Innovation as a Process
- Innovative Ideas from Customers
- Innovative Ideas from Supply Chain
- Innovative Ideas from Employees
- Innovative Ideas from Competition
- Innovative Ideas from Academic Research and Technology
- Opportunities for Innovation
- Jeanne Liedtka's Framework for Design Thinking
- Tools Used in the Design Thinking Process
- Visualisation in the Design Thinking Process

Module 12: Gen AI for Market Research & Product Road Maps

- Leveraging AI for User Insights
- Sentiment analysis of customer feedback (NLP)
- Trend analysis for emerging needs (ML)
- Problem Framing with AI Assistance
- Concept generation with generative AI

Module 13: Design Thinking Approach for Understanding Customers

- Understanding Customers' Expectations
- Needs, Wants and Desires
- The Iceberg Model
- Maslow's Hierarchy of Needs
- Types of Data Required to Gather Information Regarding Customers
- Research Methods to Gather Customer Data
- Consumer Personas and its Advantages
- Creating a Title: Details in Consumer Personas
- Creating Customer Journey Maps
- Benefits of Customer Journey Mapping
- Introduction to Jobs to be Done (JTBD)
- Types of JTBD and Examples

Module 14: Design Thinking Approach for Deciphering Needs

- Introduction to Value Chain Analysis
- Levels of Activities in a Value Chain
- Introduction to Mind Mapping
- Creating a Mind Map
- Introduction to Value Proposition Canvas
- Value Proposition Canvas: Customer Profile Segment
- Value Proposition Canvas: Value Proposition Segment
- Advantages of the Value Proposition Canvas
- Creating a Value Proposition Canvas: Example
- Introduction to User Need Statement
- Components in a User Need Statement

- Creating a User Need Statement
- Introduction to How Might We Statements
- Framing a How Might We Statement: Phases
- Examples of How Might We Statements

Module 15: Gen AI for Customer Engagement & User Experience

- AI-powered Customer Segmentation and Targeting
- Personalised Content Creation and Delivery
- Utilising AI for user testing and feedback analysis
- Ensuring accessibility and inclusivity in AI-powered design

Pillar - IV:	Design thinking, Technology and Business

Module 16: Agile Design and Technology-driven Innovation for Business

- Agile Methodologies in Design and Development
- Data-driven Design Decision Making
- Continuous Improvement through Iterative Design Cycles
- Design Metrics and KPIs for Agile Environments
- Integration of Design Thinking with Technology and Business Strategy
- Design Leadership and Organisational Transformation
- Design-driven Innovation for Business Growth
- Business Model Innovation through Design Thinking

Module 17: Marketing of Innovation and Designing Business Models

- Business Model Canvas
- Modules of the Business Model Canvas
- Benefits of Using a Business Model Canvas
- Developing a Business Model Using the Canvas
- Positioning and Differentiation
- Product Differentiation
- Positioning

- Positioning Statement
- Go-to-market Strategy
- Adoption of Innovation
- Innovation Adopters

Module 18: Gen AI for Designing Business Models

- AI-powered Business Model Innovation Tools
- Predictive Analytics for Business Model Optimisation
- AI-driven Market Analysis for Business Model Design
- Personalised Business Model Generation with AI

Pillar - V: Services and Change Management

Module 19: Introduction to Services (Service Products for the New Economy)

- Understanding service products in new economies
- Nature of service businesses and its importance
- Characteristics of services
- Point of differences between goods and services that has implications for businesses and design

Module 20: Understanding customer behaviour in Services

- Consumer behaviour related to services
- The three-stage model of consumer behaviour applied to services
- Post-purchase evaluation: Modelling consumer satisfaction with services
- Environmental perspectives on the service encounter
- Perceived control, script & role theories

Module 21: Gen AI on Consumer Behaviour Analysis, Personalised service delivery

- AI-powered Customer Behavior Analytics

- Predictive Modeling for Customer Behavior Forecasting
- Personalised Service Recommendations with AI
- Dynamic Pricing and Offer Optimisation with AI

Module 22: Service Models and Gen AI-Augmented Servicescape Design

- Types of Service Models
- Service Blueprinting and Process Design
- Service Design Tools and Techniques
- Service Innovation and Business Model Transformation
- Personalised Customer Experiences in Physical and Digital Spaces
- AI-powered Customer Journey Mapping for Servicescapes

Module 23: Change Management in Products and Services

- Managing Organisational Change in Innovation Processes
- Change Management Strategies for Product and Service Launches
- User Adoption and Change Communication Strategies
- Continuous Improvement and Change in Agile Environments

Module 24: Impact of AI on Design Thinking and Innovation and Future of AI

- AI's Role in Enhancing Design Thinking Processes
- Ethical and Social Implications of AI in Innovation
- Future Trends in AI and Design Thinking Integration
- AI's Potential to Transform Industries and Societies

Pillar - VI:	Capstone Project

- End-to-end project on AI in Design Thinking

Notes:
- The sequence of modules is subject to change, and the final schedule will be shared during the orientation session.

Programme Certificate

IIM Kozhikode will award a certificate of successful completion to participants who complete the programme successfully with 70% of score in evaluation.

A participant with less than 70% of score in the overall evaluation will not be awarded any certificate.

Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Kozhikode reserves the right to change the certificate and specifications without notice.

Learning Journey

Orientation Week

The first week is orientation week. During this week, you will be introduced to the other participants in the class from across the world, and you will learn how to use the learning management system and other learning tools provided.

Weekly Goals

As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.

Flexible Online Learning with Online

Learn online via pre-recorded videos from renowned IIMK faculty in a high-impact, six-month journey with a learning commitment of five to six hours a week. Faculty will not be a part of weekly Online or any other live interaction in this programme.

Doubt Clearing Sessions

The programme features weekly live online sessions with programme leaders who are available to help you clarify your doubts pertaining to the content. Assignments are graded either by programme leaders and/or by the Emeritus grading team.

Timely Follow-Up and Learning Support

The Emeritus Programme Support team will follow up over emails and phone calls with learners who are unable to submit their assignments on time.

Learning Outcomes

Describe the fundamentals of design thinking and its application in innovation.

Explain the role of AI in enhancing creativity and driving business success.

Use AI to create and refine design prototypes and assess their impact on sustainability metrics.

Create innovative market research strategies, product concepts and customer engagement campaigns using generative AI.

Design innovative business models and service delivery systems by integrating Agile design principles and AI technologies.
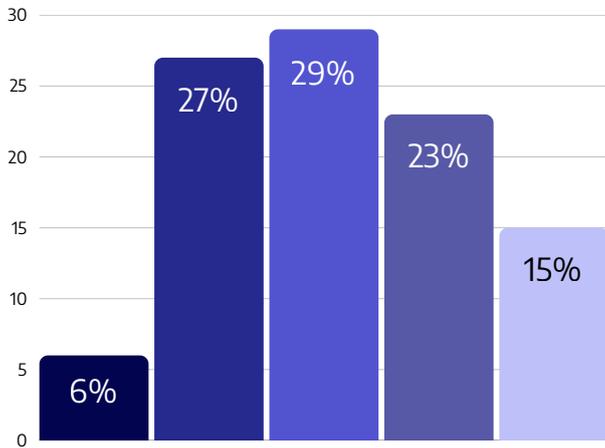
Analyse the impact of AI on consumer behaviour and service design.

Evaluate the effectiveness of change management strategies in implementing AI-driven design thinking and innovation initiatives, predicting future challenges and opportunities.
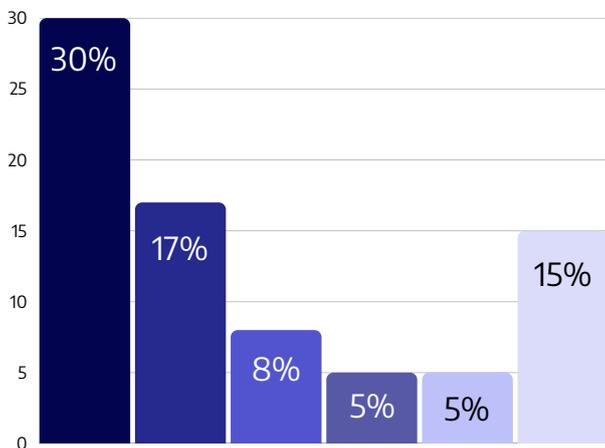
Profiles of Past Participants
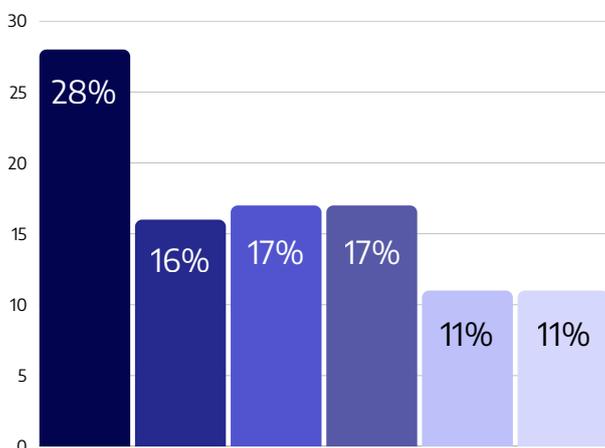
Work Experience

- ● 0 - 5 Years
- ● 6 - 10 Years
- ● 11 - 15 Years
- ● 16 - 20 Years
- ● 20+ Years

Bar values: 6%, 27%, 29%, 23%, 15%

Industry

- ● Information Technology / Services
- ● Education/Ed-Tech
- ● Consulting
- ● Banking and Finance
- ● Pharmaceuticals / Biotechnology / Healthcare
- ● Other

Bar values: 30%, 17%, 8%, 5%, 5%, 15%

Job Functions

- ● Assistant Professor
- ● Assistant Manager
- ● Director
- ● UX Designer
- ● Founder
- ● Lead Associate Design - D&IT

Bar values: 28%, 16%, 17%, 17%, 11%, 11%

Programme Details

Programme Fee:	INR 1,39,000 + GST
Programme Start:	March 26, 2026

Note:
-The actual programme schedule will be announced closer to the programme start. GST (currently @ 18%) will be charged extra on these components. Additional convenience charges will be applicable on instalment payments.
- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- The actual programme schedule will be announced closer to the programme start.

Programme Schedule

Eligibility
Minimum Graduate or Diploma Holder (10+2+3)

Admission Criteria
Open Enrolments

Programme Format
Online

Application Requirements

Your Graduation/Degree:
You can submit a scanned copy of ANY ONE of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

About IIM Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Info park, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind start-up incubation programme and the Indian Business Museum.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking a third successive year among India's Top 3. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost for IIM Kozhikode's growing global credentials, newly launched programmes like PGP-BL (started in 2019) and PGP-Fin (started in 2020) have now also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28- year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1450 MDP programmes over the past two decades, training more than 44,000 participants from 200+ organisations, which also includes several Fortune 500 companies in the process.

#3 NIRF India Ranking 2025, Management

About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organiations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organisations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.

Apply for the programme here

Finance options available

APPLY NOW

KNOW MORE

WhatsApp an advisor on +91 86570 38243*

*This number does not accept any calls. Please message your queries.

For registration and any other information, please get in touch with us at
iimk.execed@emeritus.org

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Phone Number: + 0495 2809557   **Email Address: mdp1@iimk.ac.in**

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