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GURU NANAK INSTITUTE OF TECHNOLOGY

City Office: B2, 2nd Flr, Above Bata, Vikrampuri Colony, Karkhana Road, Secunderabad-50009, Telangana, India.
Ph: +91-40-6632 3294, 6517 6117, Fax: +91-40-2789 2633

Campus: Ibrahimpatnam, R.R. District, Hyderabad-501506, Telangana, India. Ph: (0/95) 8414-20 21 20/21

Date: 21.11.2016

CIRCULAR

Skill development program for MBA students starting from 19th Dec, 2016 onwards.

The HOD and Placements coordinators have to manage the trainings and ensure 95% attendance all through the sessions.

All Mentors need to send the compiled feedback report to Dr.B.Madhusudhan Reddy, hodmba.gnit@gniindia.org daily. Mentors are advised to take care of PNR (Students not participating in training).

Agenda:

Introduction to Design Thinking.

HOD-MBA



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Design Thinking

SNO.	TOPIC COVERED	DURATION(in hours)
1	Basic concepts of design-making	3
2	Implementation of decisions	3
3	Structure and classification of decision-making	3
4	Formation of Decision	3
5	Group design-making and case studies style of decision-making	3
6	Effective decision making	3
7	Methods of decision-making under certainty	3
8	Design thinking methods	3
9	Methods of decision-making under risk and uncertainty	3
10	Design thinking risks	3

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Design Thinking

1	16831E0001	A SAIKRISHNA
2	16831E0002	AJESH AUGUSTINE
3	16831E0003	ANAPURAM SHIVAKRISHNA
4	16831E0004	CHATLA BHAGYAVATHI
5	16831E0005	DATTATRAY ASHOK RAO YEDURE
6	16831E0006	DEVARAPALLI VINAY
7	16831E0007	DHARMAPURI MANJULA
8	16831E0008	ELIJERLA MOUNIKA
9	16831E0009	GOKE RAJKUMAR
10	16831E0010	GUNTUKA MANISHA
11	16831E0011	JANGA PAVAN KUMAR
12	16831E0012	JITHU JACOB
13	16831E0013	K SHRUTHI REDDY
14	16831E0014	KANAMANDA RAJESH
15	16831E0015	KANNAIAH MIGHTY MOULIKA
16	16831E0016	KARINGU VINAY KUMAR
17	16831E0017	KOMPALLY VINAY
18	16831E0018	KOPPU MADHU
19	16831E0019	KOPPULA MAHESH
20	16831E0020	KUSHANAPALLI VENKATESH
21	16831E0021	KUTHANI BHARGAVI
22	16831E0022	MACHERLA ROJA
23	16831E0023	MAHESH YADAV
24	16831E0024	MAMIDI SANJEEVA
25	16831E0025	MASIREDDY TEJASWINI
26	16831E0026	MEDISHETTI NAGARAJU
27	16831E0027	MULAGALAPATI VAMSI KRISHNA
28	16831E0028	N MALLESH
29	16831E0029	PAGADALA ASHOK
30	16831E0030	RAHUL KUMAR SINGH



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31	16831E0031	TELUKUNTLA MOUNA REDDY
32	16831E0032	U DATTU PRASANNA
33	16831E0033	USIKE SUNIL KUMAR
34	16831E0034	VALALLA SHIVA KUMAR
35	16831E0036	APPALA CHANDRA KANTH

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QUESTION PAPER

Time: 120 Mins

5 x 4 = 20 Marks

ALL QUESTIONS CARRY EQUAL MARKS

Answer the following

1. How do you prioritize ideas during or post-brainstorming?
2. In brainstorming, what is the best way – people talking or people working independently?
3. At what point do the real constraints, such as budgets, come into the process?
4. Where do we find more tools or methods to use?
5. How can governments apply the design thinking concept of fail fast?

***** ALL THE BEST *****

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S.No	H. T. No.	NAME OF THE STUDENT	MARKS	RESULT
1	16831E0001	A SAIKRISHNA	16	PASS
2	16831E0002	AJESH AUGUSTINE	16	PASS
3	16831E0003	ANAPURAM SHIVAKRISHNA	15	PASS
4	16831E0004	CHATLA BHAGYAVATHI	10	PASS
5	16831E0005	DATTATRAY ASHOK RAO YEDURE	7	FAIL
6	16831E0006	DEVARAPALLI VINAY	16	PASS
7	16831E0007	DHARMAPURI MANJULA	18	PASS
8	16831E0008	ELLJERLA MOUNIKA	17	PASS
9	16831E0009	GOKE RAJKUMAR	15	PASS
10	16831E0010	GUNTUKA MANISHA	16	PASS
11	16831E0011	JANGA PAVAN KUMAR	18	PASS
12	16831E0012	JITHU JACOB	19	PASS
13	16831E0013	K SHRUTHI REDDY	18	PASS
14	16831E0014	KANAMANDA RAJESH	16	PASS
15	16831E0015	KANNAIAH MIGHTY MOULIKA	18	PASS
16	16831E0016	KARINGU VINAY KUMAR	6	FAIL
17	16831E0017	KOMPALLY VINAY	16	PASS
18	16831E0018	KOPPU MADHU	16	PASS
19	16831E0019	KOPPULA MAHESH	18	PASS
20	16831E0020	KUSHANAPALLI VENKATESH	19	PASS
21	16831E0021	KUTHANI BHARGAVI	16	PASS
22	16831E0022	MACHERLA ROJA	15	PASS
23	16831E0023	MAHESH YADAV	17	PASS
24	16831E0024	MAMIDI SANJEEVA	15	PASS
25	16831E0025	MASIREDDY TEJASWINI	16	PASS
26	16831E0026	MEDISHETTI NAGARAJU	4	FAIL
27	16831E0027	MULAGALAPATI VAMSI KRISHNA	18	PASS
28	16831E0028	N MALLESH	12	PASS
29	16831E0029	PAGADALA ASHOK	16	PASS
30	16831E0030	RAHUL KUMAR SINGH	16	PASS
31	16831E0031	TELUKUNTLA MOUNA REDDY	15	PASS
32	16831E0032	U DATTU PRASANNA	16	PASS
33	16831E0033	USIKE SUNIL KUMAR	15	PASS
34	16831E0034	VALALLA SHIVA KUMAR	16	PASS
35	16831E0036	APPALA CHANDRA KANTH	18	PASS

(Handwritten signatures)



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Department of Management studies Design Thinking Summary

1) **Accept:** Like so many problem-solving methodologies (including AA!), the first step in the Design Thinking process is to admit that there is a problem. A corollary to this is the idea that you don't want to accept or work on problems that are completely intractable. There is a fine line between giving up too early and taking on the impossible. In this chapter, we will share the difference between a "gravity problem" and a properly scoped challenge.

As Dave Evans and Bill Burnett illustrate so well in *Designing Your Life*, complaining about the ever-present reality of gravity ("oh, it is so hard to climb this hill, these stairs, etc.") is not a particularly good use of your designer's mindset or the Design Thinking process. Unless you are an advanced physicist, you are probably working a problem you can't solve. Related are world hunger, aging, and "other people."

As my friend and mindfulness expert John Cregier put it a number of years ago, when it comes to gravity problems, "Acceptance is key. It doesn't mean it is right, it doesn't mean it is ok, it simply means 'it is.'" Only when you accept the things that "are" versus things "that should be" can you focus your problem-solving energies effectively. (Dave Evans shares his views on "Acceptance" in chapter five.)

2) **Define:** So, we know there is a problem: we have accepted it. The product isn't selling, the company's growth is slowing, our Net Promoter Score (NPS) is lower than it should be, my boss is always freaking out. We know (we think) our target consumer or problem or challenge that we are trying to solve. Or do we? Is there more data out there? What else can we learn about our target consumer/challenge? Are we sure we are solving the right problem?

Often the "obvious" fix to a problem is the wrong one—or is subject to gravity impossibility. "How can I fix my boss, partner, business" is nearly always the wrong challenge to solve. Steps one and two feature strongly here. For example, instead of "how do I fix my boss's inability to handle surprises," a better challenge might be "how do I better prepare my boss for sudden changes?" The define stage is all about framing and reframing the problem in meaningful and solvable ways. (David Eagleman shares his views on "Define" in chapter six.)

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DEPARTMENT OF MANAGEMENT STUDIES

This is to certify that Mr/Ms. D. Vinay.....
Of MBA..... has successfully completed the certification course on
"Design Thinking" from 19/12/2016...to...29/12/2016.

Co-Ordinator

R Munwar Basha

MBA-HOD

Dr. B. Madhusudhan Reddy

Principal

Dr. S. Sreenatha Reddy