

**SWARNANDHRA
COLLEGE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

**SEETHARAMPURAM, NARSAPUR-534280, WG- DT, AP
DEPARTMENT OF BACHELOR OF COMPUTER APPLICATIONS**

TEACHING PLAN

Course Code	Course Title	Year / Sem.	Branch	Contact Hr/ week	Academic Year
24BC3Z01	Design Thinking And Innovation Lab	III	BCA	3	2025-26

Course Objectives:

- Build mindsets & foundations essential for designers.
- Learn about the Human-Centered Design methodology and understand their real-world applications.
- Use Design Thinking for problem solving methodology for investigating ill-defined problems.
- Undergo several design challenges and work towards the final design challenge

S. No	Program	Proposed Number of Labs
1	Task 1: Every one is a designer Understand class objectives & harness the designer mindset	1
2	Task 2: The Wallet/Bag Challenge and Podcast • Gain a quick introduction to the design thinking methodology. • Go through all stages of the methodology through a simple design challenge . • Podcast: Observe, Listen and Engage with the surrounding environment and identify a design challenge.	1
3	Task 3: Teams & Problems (Brain Storming) • Start Design Challenge and learn about teams & problems through this • Foster team collaboration, find inspiration from the environment and learn how to identify problems.	1

4	Task 4: Empathizing (Brain Storming) • Continue Design Challenge and learn empathy • Learn techniques on how to empathize with users • Go to the field and interview people in their environments • Submit Activity Card.	1
5	Task 5: Ideating (Business Planning) • Continue Design Challenge and learn how to brainstorm effectively. • Encourage exploration and foster spaces for brainstorming. • Submit Activity Card.	1
6	Task 6: Prototyping (Business Model generation) • Continue Design Challenge and learn how to create effective prototypes • Build tangible models and use them as communication tools • Start giving constructive feedback to classmates and teammates	1
7	Task 7: Testing • Finish Design Challenge and iterate prototypes and ideas through user feedback • Evolve ideas and prototypes through user feedback and constructive criticism • Get peer feedback on individual and group performance • Submit Activity Card	1
8	Task 8: Pitching • Prepare poster to communicate your idea, how it works, why it counts, and who it benefits. • Final Report Submission and Presentation.	1
9	Task 9: Case Study • Make students groups. Each group will generate a business model for unsolved problems in their organization and present.	1


Faculty


Head of the Department


Principal