

**A  
REPORT  
ON**

**“Workshop on Design Thinking”**



**HELD ON**

**14<sup>TH</sup> JUNE 2024**

**ORGANIZED**

**BY**

**DEPARTMENT OF MBA**

**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT  
#15, Near Vajarahalli, Mallasandra, Kanakapura Road,  
Bengaluru-560109**

**Report of Workshop Organized by**  
**Department of MBA on 14-06-2024**  
**Academic Year: 2023-24**

**TITLE OF THE PROGRAM: WorkShop on Design Thinking**

**BRIEF SUMMARY OF PROGRAM:**

A design thinking workshop is a collaborative session that uses the design thinking process to encourage creative problem-solving and innovation. The workshop is typically activity-based and involves real-time collaboration. The five phases of design thinking are:

- Empathize: Understand the user's problems and needs
- Define: Articulate the challenge
- Ideate: Brainstorm ideas and solutions
- Prototype: Build prototypes
- Test: Test on user

**OBJECTIVES OF THE PROGRAM:** Design thinking workshops can be used to:

- Find students who are good at working in real-time environments
- Plan and prototype user-centered designs
- Output early strategic requirements or fully-functional prototypes
- Model users, define requirements, and develop experiences
- Some common design thinking activities include: user stories, user journey maps, sketching, storyboards, and paper prototypes.

## SPEAKER'S DETAILS:

KAMMAVARI SANGHAM (R), 1952  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
APPROVED BY AICTE-1-5279601, NEW DELHI; AFFILIATED TO VTU, BELAGAVI  
ACCREDITED BY NAAC

Department of MBA Organising  
*Workshop on*  
**DESIGN THINKING**

14 JUN 2024 :: 10.45 AM

Venue:  
Aryabhata Seminar Hall

**MR. MANJUNATHA S**

Prof. Arundathi. KL  
COORDINATOR

Prof. MANJUNATHA S  
HOD-MBA

Dr. K. RAMA NARASIMHA  
PRINCIPAL/DIRECTOR

The poster features a yellow background with a hexagonal pattern. At the top, it lists the school's name and accreditation. The central text announces a 'Workshop on DESIGN THINKING' with a lightbulb icon. A yellow box displays the date and time. Below that, the venue is specified. A portrait of Mr. Manjunatha S is shown on the right. At the bottom, the names and titles of the coordinators and principal are listed.

## OUTCOMES OF THE PROGRAM:

This results in problem finding preceding problem solving, understanding the human needs, idea generation, and experimentation. Design thinking workshop helps participants collaborate in a continuously iterative process that improves and changes with every project's needs. Design thinking workshops can have many positive outcomes for students, including:

- Improved problem-solving skills
- Better collaboration
- User-centric focus
- Adaptability and flexibility
- Critical thinking
- Confidence
- Career inspiration
- Sense of ownership
- Understanding of their power

**Signature of Co-ordinators**

**Signature of Department Head**

**Signature of Principal**