



Graduate School of Management Studies (GSMS)

Gujarat Technological University, Ahmedabad

Report on

A One Week National Level Virtual Faculty Development Program (FDP) on

Design Thinking for Management Education

December 14 to 18, 2020

About GTU

Gujarat Technological University is a premier academic and research State University which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act No. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. GTU is a State University with more than 430 affiliated colleges in its fold operating across the state of Gujarat through its Five zones at Ahmedabad, Gandhinagar, Vallabh Vidyanagar, Rajkot and Surat. The University caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 4,00,000 students enrolled in a large number of Diploma, Under Graduate, Post Graduate programs along with the robust Master of Philosophy as well as Doctoral program.

About GSMS

GTU has established three Post Graduate School in the Academic Year 2017-18 and launched various courses. Graduate School of Management Studies (GSMS) has started with M. Phil in Business Management and E-courses like Post Graduate diploma in Digital Marketing in the Academic Year 2017-18. Five Management / Business Studies PG research centres viz. Centre for Global Business Studies, Centre for Financial Services, Centre for Marketing Excellence, Centre for Governance Systems and Centre for Business Ethics and CSR of Business Management are also merged with Graduate School of Management Studies. To promote Internationalization in the Higher Education, three study centres viz. Indo-Canadian, Indo-German and Indo-East Asian Study centres were also merged with GSMS. With a view to provide quality education in the field of Global Business, GSMS has started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. With a view to provide support to Student Start-Up and Innovation, GSMS has started AICTE approved MBA (Innovation, Entrepreneurship and Venture Development) from the Academic Year 2019-20. GSMS is one of the four institutes in entire Indian and only department in Western India which got the approval of MBA (IEV) in the Academic Year 2019-20. GSMS also enrolls full time International Students (sponsored by ICCR) for its various Programs i.e. Ph. D., MBA (IB), etc. Being a department of GTU, GSMS promotes the research work in the field of business management and facilitate Joint research projects and foreign study programs in Business Management with foreign university partners in Europe.

About AICTE Training & Learning (ATAL) Academy

The ATAL academy was established on 24th September 2018 with the objective to plan and help in imparting quality technical education in the country, and to assist institutions in advancing research, innovation and entrepreneurship through training. The Academy stresses upon empowering technical teachers and technicians using Information and Communication Technology. It also aims at utilizing the SWAYAM platform and other resources for the delivery of the training. The academy provides a variety of opportunities for training and exchange of experiences, such as workshops, orientation, learning communities, peer monitoring, and other FDPs.

Certification:

E-Certificates will be issued by AICTE Training and Learning (ATAL) academy to participants who have Attended the program with minimum 80% attendance and scored minimum 60% marks in the test

About FDP on Design Thinking for Management Education

Design thinking is not only a tool applied to fostering innovation in business, but it is also a novel and prominent approach in education. Being a creative process that enables academics to meet students' needs and to raise innovative individuals, it emerges as a contemporary pedagogic tool, which can be used in all levels of education. Despite its growing importance, the implementation of design thinking into business education is slow and partial, although business education today is in a crisis as traditional pedagogic tools fall short of raising individuals who can meet the challenges of the 21st century. The main objective of this FDP is to train the faculty members/ researchers to learn the Design Thinking skills and create interest, creativity, innovation in the classroom and make students ready not only for Industry but also as a responsible citizen of India who can contribute for the development of the Nation at large.

Details of FDP:

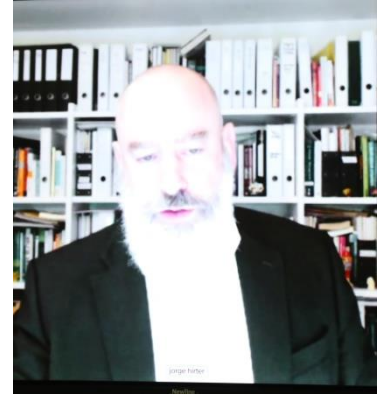
Through outreach efforts, total 198 registration were registered and based on the confirmation, total 148 participants from across the Country have participated in this FDP. Participants have learned many concept and techniques of Design Thinking for Management Education. FDP was started with Inauguration on 14th Dec 2020

The poster is for the 'ATAL Faculty Development Program' titled 'Design Thinking on Management Education'. It is organized by the Graduate School of Management Studies at Gujarat Technological University. The event is an e-inauguration on 14th Dec 2020 at 9:00 AM IST. The poster lists three guests of honor: Shri G. T. Pandya (Chief Guest), Dr. Sanjay Gupta (Guest of Honor), and Prof. Jorge Hirter (Guest of Honor). It also lists the Chief Patron (Prof. Dr. Navin Sheth), Patron (Dr. K. N. Kher), and Invitee (Dr. Pankajray Patel). Contact information for the GTU office is provided at the bottom. The poster features the GTU logo and a row of colorful cartoon characters at the very bottom.





Prof. Sanjay Gupta sir giving valuable inputs



Prof. Jorge Hirter sir delivering inputs



Chief Guest Shri G T Pandya (IAS) sir addressing participants



Eminent Speaker for ATAL FDPs

ATAL FDP ON DESIGN THINKING

MONDAY 14TH DEC 2020 **DAY-1**

10:30 AM
DR. P V M RAO
PROFESSOR,
IIT DELHI

12:00 NOON
DR. NIMISHA SINGH
ASSISTANT PROFESSOR
BIMTECH, UP

SESSIONS ON

GSMS-GTU
WWW.GSMS.GTU.AC.IN

ATAL FDP ON DESIGN THINKING

TUESDAY 15TH DEC 2020 **DAY-2**

9.00 AM
DR. AMARESH CHAKRABARTI
PROFESSOR, IISC B'LORE

10.30 AM
MR. KARMJITSINH BIHOLA
FOUNDER, INNODESK, A'BAD

12:00 NOON
MR. ROHIT SWARUP
FOUNDER AND CHAIRMAN,
INNOVATION & RESEARCH FOUNDATION

SESSIONS ON

GSMS-GTU
WWW.GSMS.GTU.AC.IN

ATAL FDP ON DESIGN THINKING

WEDNESDAY 16TH DEC 2020 **DAY-3**

9.00 AM
DR. SHAKUNTALA ACHARYA
ASST PROFESSOR,
DEPT. OF DESIGN, IIT GUWAHATI

10.30 AM
MR. KARMJITSINH BIHOLA
FOUNDER, INNODESK, A'BAD

12:00 NOON
PROF. MANIKA WALIA
DEAN, SCHOOL OF CREATIVITY
RISHIHOOD UNIVERSITY
HARYANA

SESSIONS ON

GSMS-GTU
WWW.GSMS.GTU.AC.IN


ATAL FDP ON DESIGN THINKING



THURSDAY **DAY- 4**
 17TH DEC 2020

9.00 AM
 DR. SUSMITA SHARMA
 DESIGN RESEARCH CONSULTANT
 EDUCATOR, MUMBAI
 

10.30 AM
 MR. KARMJITSINH BIHOLA
 FOUNDER, INNODESK, A'BAD
 

12:00 NOON
 MR. T. D. CHANDRASEKHAR
 PROFESSOR, IIM AMRITSAR
 

SESSIONS ON 

GSMS-GTU
 WWW.GSMS.GTU.AC.IN


ATAL FDP ON DESIGN THINKING



FRIDAY **DAY- 5**
 18TH DEC 2020

9.00 AM
 DR. BHAVIN KOTHARI
 PROFESSOR, NID AHMEDABAD
 

10.30 AM
 MS. LAVANYA PATEL
 DIRECTOR, ANANYA
 PSYCHOLOGICAL ASSESSMENT &
 THERAPY CENTER
 

12.00 NOON VALEDICTORY AND EXAM

SESSIONS ON 

GSMS-GTU
 WWW.GSMS.GTU.AC.IN

Report compiled and edited by
Mr. Tushar Panchal and Dr. Kaushal Bhatt
GSMS-GTU

Visit us:



www.gsms.gtu.ac.in



[GSMS.GTU](https://www.facebook.com/GSMS.GTU)



GSMS GTU