

ACTIVITY REPORT

Name of the activity	Value Added Course on Design Thinking	Date	10 th -14 th October,2022
Name of the Moderator	Ms. Tanvi Verma	Time	9:00 am -4:00 pm
Name of the Resource Person	Prof. Ts. Dr. Murali Raman	Mode	Offline
Nature of the activity	Value Added Course	Program & Batch	B.Com (Hons.) & Batch 2021
Number of students participated	59	Academic Session	2022-23

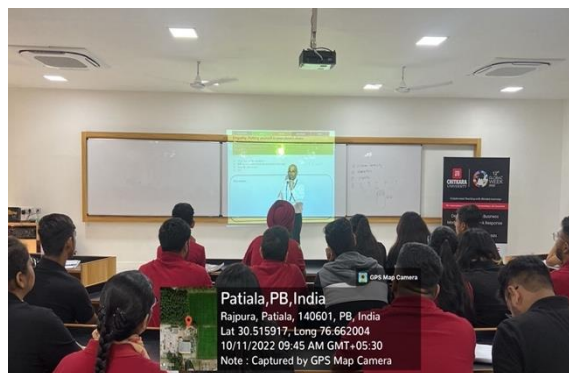
About the Activity

Chitkara University, Panjab organized Global Business Week from 10th of October 2022 to the 14th of October 2022 in collaboration with 75 international faculties, 40 universities, and 20 countries. The purpose was to enhance collaborative teaching and learning. Students of B. Com (Hons.) from Chitkara Business School attended Global Week-2022. The resource person was Prof. Ts. Dr. Murali Raman, Deputy Vice-Chancellor, Asia Pacific University of Technology and Innovation, Malaysia. The topic was Design Thinking & Business Model canvassing – A Response. Sessions were interactive and full of activities like designing vending machines, project-based learning etc. All the students presented their projects on the last day of the week. Also students performed their respective talents gracefully like singing, dancing, poetry etc. on the evaluation day. Dr. Rashmi Aggarwal, Dean Commerce Programs also marked her gracious presence. A token of love and appreciation was also given to Dr. Murali collectively by the class.

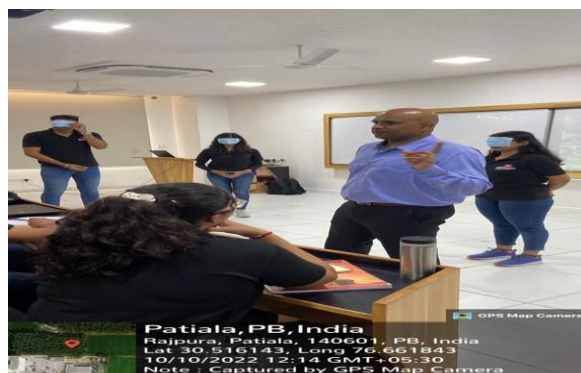
Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
1.To understand the basic concepts of Design Thinking.	Students developed an understanding about concepts like design thinking and innovation.
2.To make the students aware about methods of the business model canvassing.	Students learned about the application of business model canvas.
3.To make students aware about the international practices and designing models.	Students gained insights about activities and approaches to design products.

GLIMPSES OF THE ACTIVITY



Dr. Murali delivering the lecture on Design Thinking”



“Ongoing Class Activity with Dr Murali briefing the students”