

Management Programs

Customer-Focused Innovation

Curriculum

Program Outline :

Module 1: Design Thinking

- 1. Introduction to Design Thinking**
 - Core principles and concepts.
- 2. Learning How to Use Design Thinking to Create Innovative Solutions**
 - Techniques for effective design thinking.
- 3. Design Thinking Workshops**
 - Hands-on workshops to practice design thinking.

Module 2: Strategic Frameworks

- 4. Introduction to Strategic Frameworks**
 - Core principles and concepts of strategic frameworks.
- 5. Applying Strategic Frameworks to Drive Customer-Centric Innovation**
 - Strategies for using strategic frameworks.
- 6. Strategic Frameworks Workshops**
 - Hands-on workshops to practice using strategic frameworks.

Module 3: Field Research Project

- 7. Introduction to Field Research Projects**
 - Core principles and concepts of field research.

8. Solving Real-World Business Challenges through Field Research

- Techniques for effective field research.

9. Field Research Workshops

- Hands-on workshops to practice field research.

Elective Modules

10. Data-Driven Decision Making in Customer-Focused Innovation

- Techniques for making decisions based on data and insights.

11. Behavioral Decision Making in Customer-Focused Innovation

- Understanding human behavior in customer-focused innovation processes.

12. Ethical Customer-Focused Innovation Practices

- Ensuring ethical standards in customer-focused innovation practices.

13. Collaborative Customer-Focused Innovation Development

- Techniques for effective collaboration in customer-focused innovation.

14. Conflict Resolution in Customer-Focused Innovation

- Managing and resolving conflicts in customer-focused innovation settings.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>