



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved

Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Department of Commerce

in Association with

IIC AND ASPIRE CELL

Organises
workshop on

**DESIGN THINKING, CRITICAL
THINKING AND INNOVATION
DESIGN**

Resource person
Dr. B R Celia
Associate Professor
SCLAS, SIMATS
Chennai

Date: 27/02/2023

Time: 11am - 12pm

MODE: ONLINE

Target audience : M.com
students

Scan for registration



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)





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WORKSHOP ON DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN

Title	Design Thinking, Critical Thinking And Innovation Design
Date of Event(s)	27/02/2023
Department	PG- Commerce
Venue	G- Meet Link: : https://meet.google.com/bzy-hhgo-jvr
Number of Participants	52
Target Audience	PG- Commerce

Resource Person with qualification	Dr B.R.CELIA
Event Coordinator	Dr. Siny Philip

Commerce Department at St. Francis de Sales hosted a workshop on “**Design Thinking, Critical Thinking Innovation Design**” on 27th February 2023. Online via Google meet.

An online workshop was conducted for the faculty and I and II year students of M.com to educate them and highlight the importance of Design thinking, critical thinking and Innovation Design. Innovation with design thinking demands critical thinking because we must understand our assumptions that frame our ideas and shape our design.

As our world becomes more and more digital, it's not the first click that counts – it's what happens after that first click. By blending design thinking with critical thinking, we foster innovation that delivers customer-centric solutions. This mind-set is crucial to the success of design thinking because its universal applications are a key driver for creating opportunities for both new and old solutions, no matter if they are internal- or customer-facing



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Objectives of the Event:

- *To highlight the concepts of Design Thinking, Critical Thinking & Innovation Design.
- *To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions.
- *To provide an opportunity for students to understand the importance of designing innovative and desirable products, services or experiences that reflect all three aspects.
- *To immerse students and faculty into the world of innovation as a systematic process of tackling relevant business and/or social problems

Resource person:

Dr B.R.CELIA No 7,
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Report Prepared by:

Dr. Siny Philip



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