



We Create

Future Ready Professionals and Entrepreneurs

**Master of Design (M.Des) in
Design Driven Entrepreneurship**



AJEENKYA
D Y PATIL UNIVERSITY
THE INNOVATION UNIVERSITY

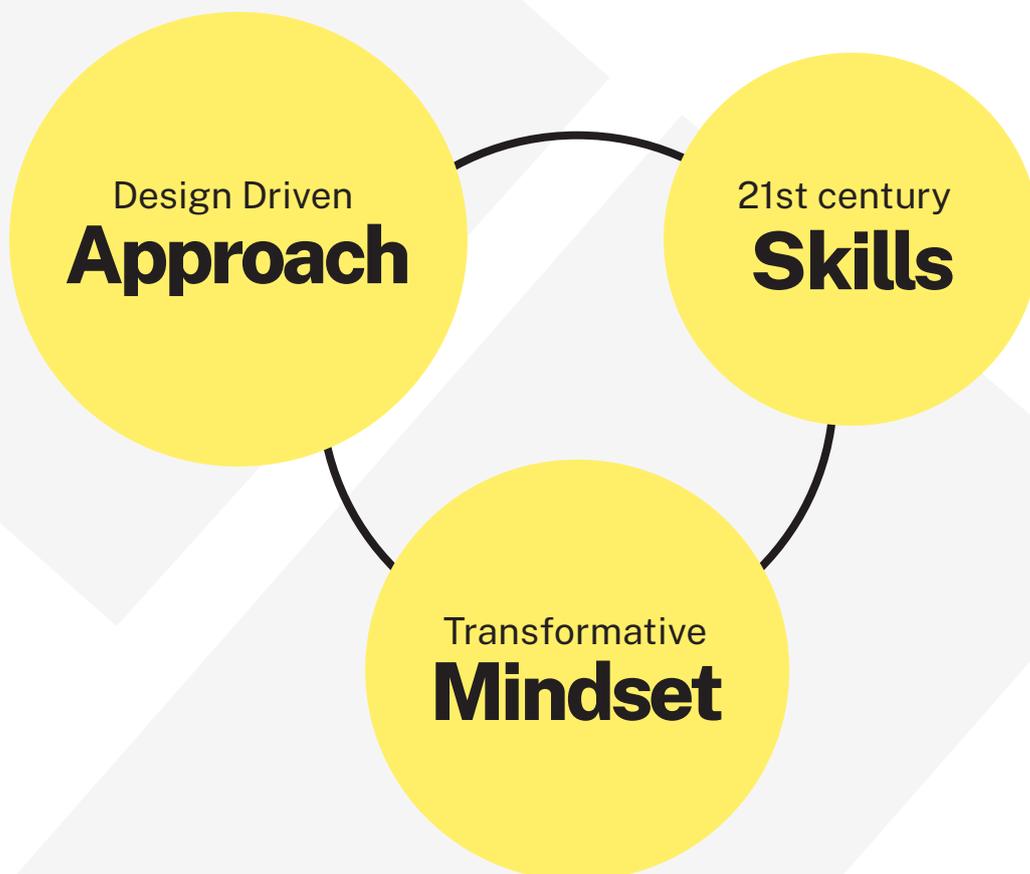
“ Many organizations and individuals are likely to fail in the new economy unless they develop a Design Driven approach and critical 21st century skills & mindsets.”

Design Driven approach is holistic in nature, strategic in thinking and believes in crafting solutions that create impact.

The Design Driven approach has globally proven to bring long term success to both large companies and startups such as **Airbnb, Apple, Google, Instagram, P&G, Pepsi, Pinterest and Uber.**

Want to become A Successful Professional in the 21st century?

According to research, 75% of organizations and individuals having “design” as a core competency can innovate to outperform their competition and remain sustainable. They are more likely to build products that address real needs through human centred design and drive new ideas as a startup or within a large company.



Master of Design (M.Des) in Design Driven Entrepreneurship



Course Highlights:

Duration - 2 years

Location - Ajeenkya DY Patil University, Lohegaon, Pune

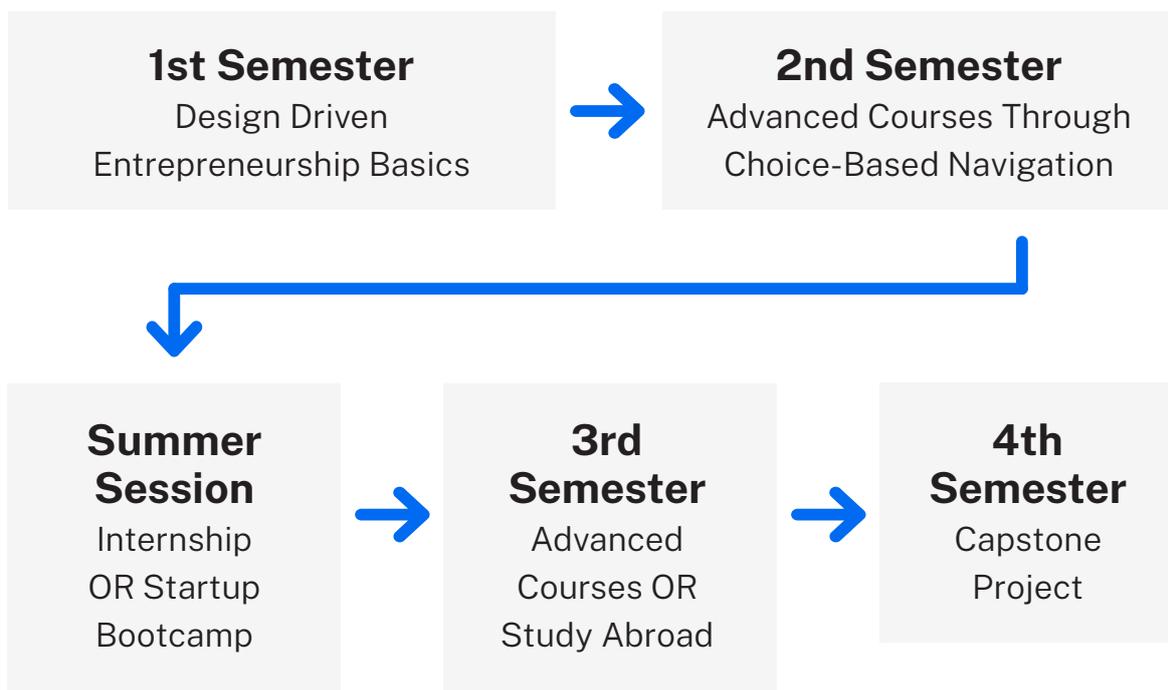
Schedule - Weekend program for students & working professionals

Eligibility - Graduation in any discipline

About The Course

Master of Design (M.Des) in Design Driven Entrepreneurship course is developed by combining the craft of Design and the grit of Entrepreneurship, specifically for those who want to up their capabilities and skills in research, design, innovation and technology to start, grow, or drive new ideas inside a corporation or as a startup.

- You will get to work on multiple real-world projects to apply all your learning and create deep understanding of all elements of research, design, innovation and entrepreneurship.
- You will have a choice to study abroad for one semester.
- Design and Develop multiple viable presentations and pitches that will improve your communication skills.



What You Will Learn

- Understand your end users, customers and other stakeholders to **develop deep insights**.
- Envision future using **foresighting, scenario-based design** and **design thinking**.
- Create business value through **customer and market segmentation**.
- Deep understanding of **UX, systems** and **service design** to solve complex problems.
- Develop new innovation models using **behavioural economics principles** to help you innovate your products/services.
- Learn **data science basics** and human-centred **artificial intelligence** and **machine learning** fundamentals.
- Design and develop responsible products and services using **behavioural design, persuasive design and emotional design principles**.
- Validate your ideas through **prototyping** and **iterative design cycle**.
- Analyze, track, improve, and scale your **marketing strategies** to drive revenue.
- Understand the **legal and financial aspects** in the business sector.
- Build, manage and effectively lead great teams through **self-introspection** and **mapping your journey**.

Course Journey

1st Semester: Design Driven Entrepreneurship Basics

- The semester hand holds and enables you to apply the concepts learnt to **realize your product/service ideas or create your first idea pitch.**
- Understand the overall landscape of Design Driven Entrepreneurship through studio-based learning approach.
- Develop basic understanding of various elements of new product development such as **research, ideation, innovation, UX design, behavioral design, marketing, and technology trends.**

2nd Semester: Choice-Based Navigation

- During the second semester, you can choose a total of five units from the 27 units offered* in the seven principle clusters.
- The choice based navigation allows you to pick the units that you are interested in, and develop advanced capabilities. In parallel to the chosen five units, you will also work on a **semester-long studio project to create your 2nd pitch.**

Options for Advanced Courses

Note: You can select 5 units from 27 units mentioned below.

Cluster 1: Personal and Team Development

1. Personal Introspection and Leadership
2. Organizational Leadership
3. Organizational Management

Cluster 2: Empathetic Research

4. Opportunity and Problem Definition
5. Empathic Research and w;Sense Making
6. Design for Business

Cluster 3: Design

7. Interaction Design
8. Elements of Interaction Design
9. Systems and UX Design
10. Crafting Interactions
11. Iterative Design
12. Service Design

Cluster 4: Innovation

13. Scenario-Based Futures Design
14. Product Ecosystem Map

15. Innovation Models
16. Patents and IP

Cluster 5: Entrepreneurship

17. Topics in Marketing
18. Economics, Finance and Accounting for Entrepreneurs
19. Advanced Legal for Startups

Cluster 6: Growth Hacking

20. Advanced Growth Hacking
21. Analysis for Growth
22. Buyer Acquisition
23. Customer Retention and Conversion
24. Hacking Monetization

Cluster 7: Technology

25. Innovations in Technology
26. Automated Intelligence
27. Advanced Data Science

***All the units may not be offered.**

Summer Session

Option 1:

Under mentorship from IfDE experts, work on your product/startup ideas.

Option 2:

You can do a project internship with a startup or an organization involved in product and service design/development.

3rd Semester

During the third semester, students have three options:

Option 1: Choice based navigation

You can **choose additional five units from the 27 units offered* in the seven principle clusters.** This choice based navigation allows each student to pick the units that they are interested in and / or want to develop further capabilities.

Option 2: Qualifying project

Students can **take a full semester long Design Driven Entrepreneurship project on campus.** These practice studios are designed to provide the student an opportunity to practice their skills and capabilities under guidance, so that student is prepared for the final project.

Option 3: Study abroad opportunity

Student may have an opportunity to study abroad in a program that has an alignment with the university.

M.Des in Design Driven Entrepreneurship course offers following SIX specializations:

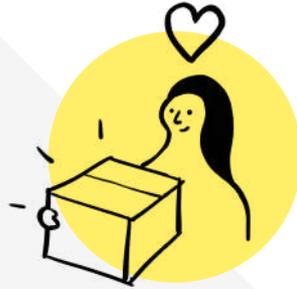
- | | |
|---|------------------------------------|
| 1 Entrepreneurship | 2 User and Design Research |
| 3 Digital Marketing and Growth Hacking | 4 Product Management |
| 5 Strategic Design & Innovation | 6 Experience Design (UI/UX) |

4th Semester

- During the 4th semester, students are required to take a full semester long Design Driven Entrepreneurship project.
- This project is designed to provide students and entrepreneurs an early stage incubator-accelerator setup, so that student teams work in dedicated co-working space for 14 weeks on their ideas.
- Students will be mentored and will also attend master classes to hone their skills.
- The practice studio will also have sessions from industry expert to fuel your creativity.



Career Opportunities



UX Strategist



Entrepreneur/
Intrapreneur



Product
Manager



Business
Strategist

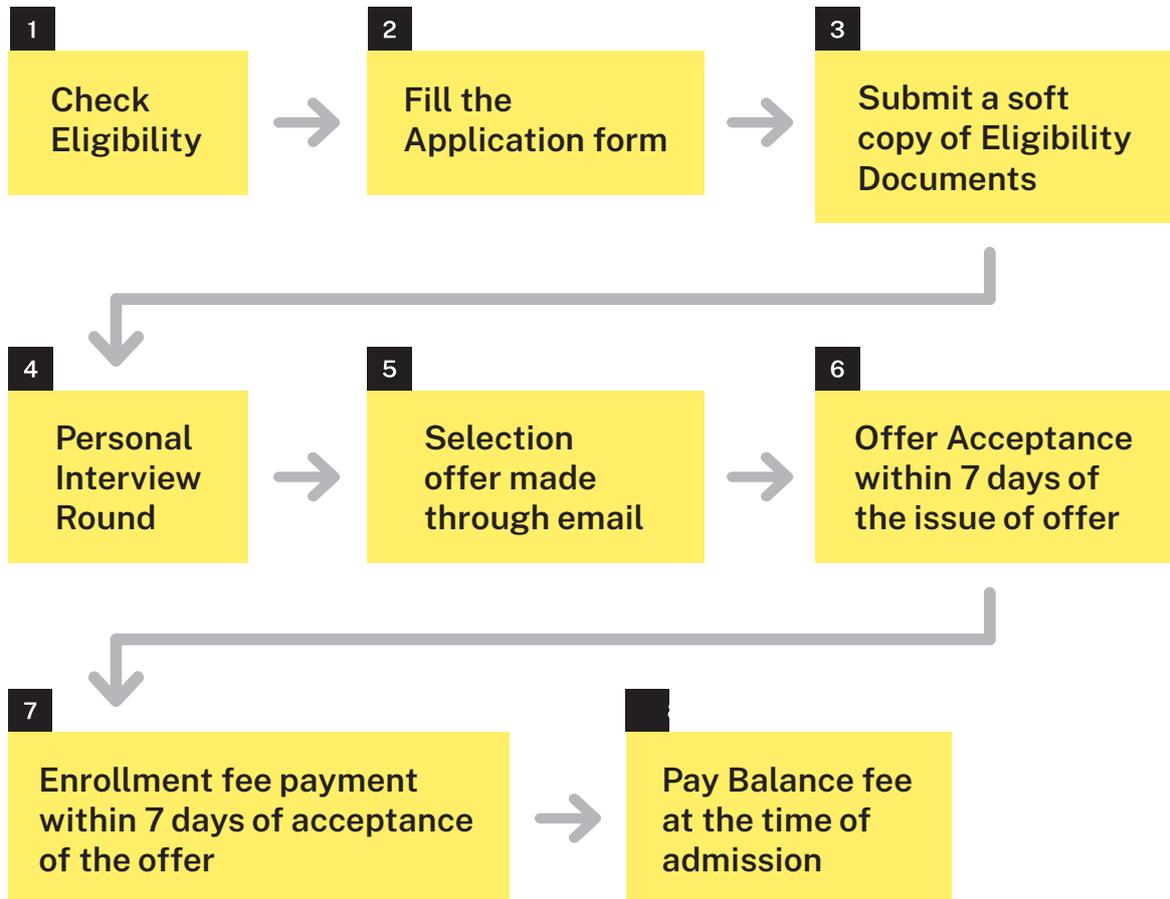


Innovation
Strategist



Design Leader

Admission Process



IfDE Advantage

1 Industry Experts as your faculty and coaches

From successful entrepreneurs to strategists, from researchers to seasoned practitioners with extensive real-world experience, our faculty consists of an incredible set of passionate educators. Faculty and coaches will work with students to discuss their projects as well as career goals.



Atul Saraf
Founder, Designfold
Consulting



Dr Nikhil Varude
CEO, Circadian
Communications
and Analytics



Prasadd Bartakke
Co-founder and Chief of
UX Design and Research,
YUJ Designs



Kanwal Rai
Vice President and
Head, Wells Fargo
Startup Accelerator



Sriram S.
Director, IBM iX



Beena Prabhu
Senior UX Researcher
(Asia Pacific), PayPal



Dr Girish Prabhu
Founder & Executive
Director, IfDE



Sudhindra V
Chief Design Officer,
IBM iX



Samir Chabukswar
Founder, YUJ Designs



Sreekumar
Gallup Certified
Strengths Coach



Apala Chavan
President, Human
Factors International



Sudhir Desai
Co-chair, UN
Millennium Project



Vivian Gomes
Board member of
UXQCC (Austria)



Sabina Krishna
Director of HCD
at Human Factors
Research & Design



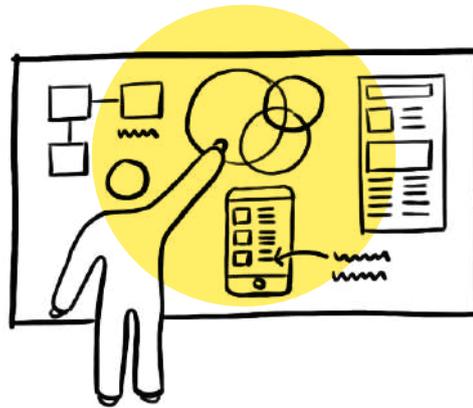
Stylianos Makridis
Founding Partner CMIO,
The Rhythms of Life

2

Practice based learning

IfDE's courses blend deep theoretical foundation and practical experience of solving real-world complex scenarios that will enrich your portfolio.

30% Theory + 70% Practice



3

Designed to support career advancement

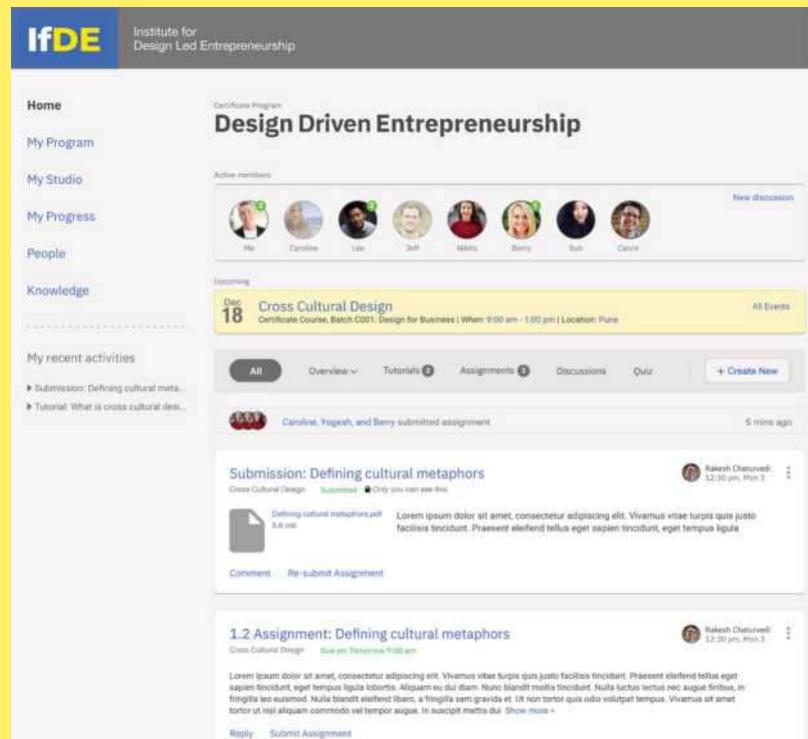
Get industry-trusted certificate along with strength-based coaching to discover your passion that will help you make the right career choice or navigate your business.



4

Next generation learning management

Online access to next-gen learning management system with course content, assignments and collaboration with faculty.



5

Internships and placement opportunity



Partner Associations:



What Industry Experts say about our courses



Sudhir Desai

CEO - Living Enterprise Inc. | National Chair - Future of Work and Technology, The Millennium Project

"Based on my experience driving innovation and advising startup ventures both in the USA and in India, I strongly feel that the IfDE's future-informed design-driven curriculum will be able to unleash energy in all sectors of the economy."



Dr. Navyug Mahnot

Founder - QGLUE | CEO - QAI

"IfDE has put together a curriculum, that's not only truly wholesome but ties in what's necessary for entrepreneurial success. In hindsight, it will look obvious, but IfDE approach is rooted in years of experience."



Dr Pramod Ravindra

Entrepreneur | Director - Plexus | Director - Mandala Decor

"Businesses today need to be socially relevant and future-ready apart being profitable. IfDE with a well-tailored curriculum empowers aspiring professionals and entrepreneurs with the right tools to nurture and develop an idea to create a future proof sustainable business."

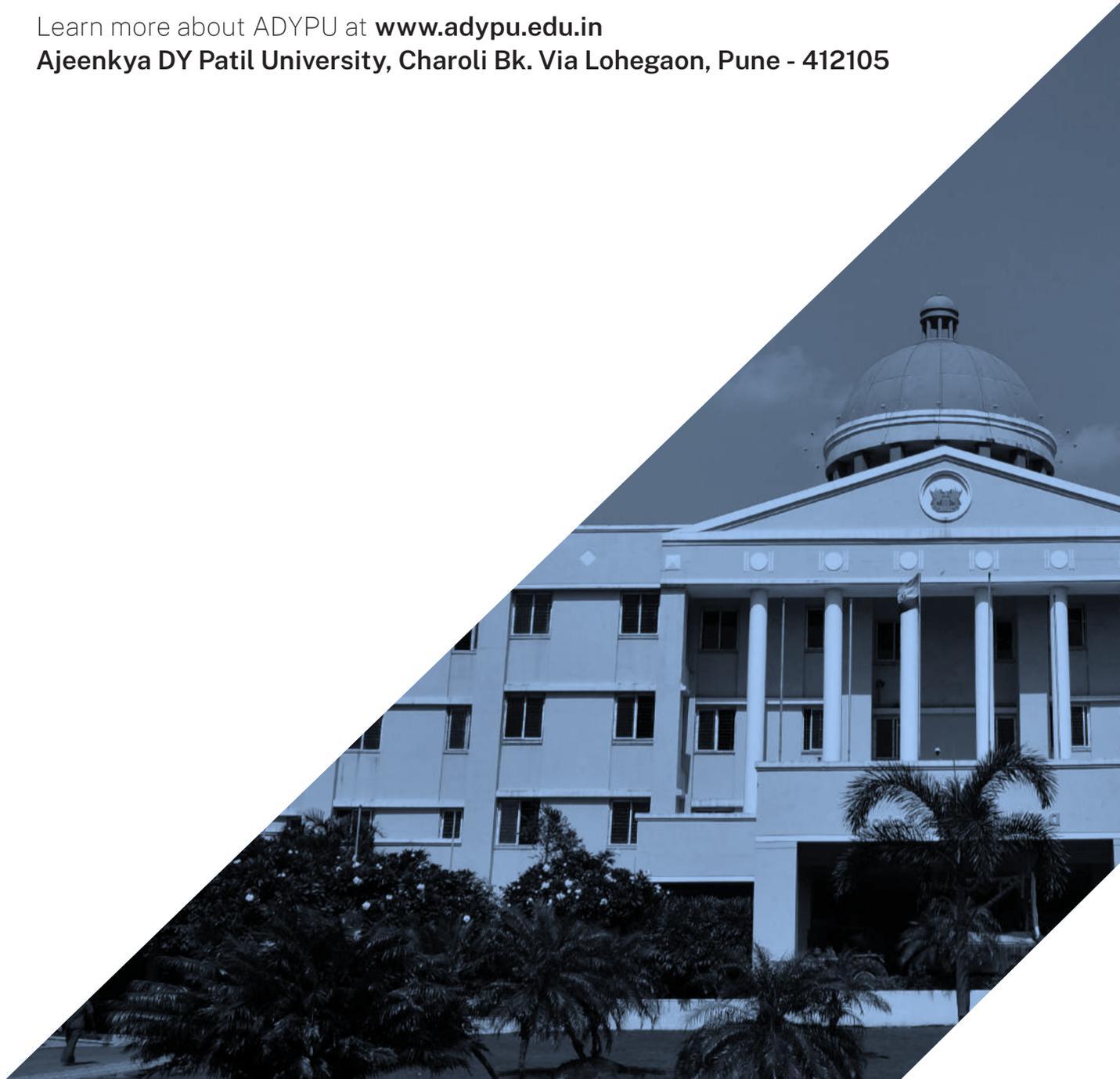
IfDE and Ajeenkya

Learn in Pune's best Education Facility

- Ajeenkya DY Patil is an innovation-oriented university that aims to transform individuals into thinkers, dreamers and innovators of tomorrow through academic excellence in teaching, and research.
- IfDE, in collaboration with Ajeenkya DY Patil University, is enabling this 21st century education through its experienced industry experts along with practice-based education, proven frameworks, methods and tools.

Learn more about ADYPU at www.adypu.edu.in

Ajeenkya DY Patil University, Charoli Bk. Via Lohegaon, Pune - 412105





Are you ready to design your future?

Enroll today!

Get in touch

Call: Siddhant Prabhu +91 74987 17328 | Snehal Tapre +91 89564 87920

Email: hello@ifde.in

Visit: www.ifde.in | adypu.edu.in



AJEENKYA
D Y PATIL UNIVERSITY
THE INNOVATION UNIVERSITY