

Certificate Course on Design Thinking for Impact and Transformation in the Age of AI

(Jointly offered by IMT Ghaziabad and NTPC School of Business, Noida)

10th January 2026 to 12th April 2026 (Three Months)

Mode: Online/ Hybrid



**Institute of Management Technology (IMT) Ghaziabad
&
NTPC School of Business (NSB), Noida**



A Maharatna Company



About the Course

The Certificate Course in Design Thinking for Business Impact is designed to empower working professionals with a robust, human-centered innovation toolkit that can be immediately applied to business, product, service, and organizational challenges. Rooted in the principles of empathy, experimentation, and iteration, the course equips participants with the mind-set and methods to identify unmet user needs, reframe complex problems, and generate creative, feasible, and desirable solutions.

Over the span of three months, participants will learn to approach ambiguity with confidence, collaborate across disciplines, and lead innovation initiatives in their organizations. Through a mix of live sessions, fieldwork, hands-on prototyping, and real-world application labs, the course encourages both analytical thinking and creative exploration. Whether participants are looking to design better customer experiences, reimagine business models, or drive culture change, this course provides a practical framework for turning insights into impact.

Ultimately, the course aims to cultivate design-driven leaders who can combine empathy with strategy, and creativity with execution, to solve problems that matter in today's rapidly evolving world. The program envisages AI based applications for the cutting edge power.

Course Duration:

10th January 2026 to 12th April 2026 (Three Months)

Key Takeaways:

- Apply Design Thinking to solve complex business and user problems
- Build customer empathy through field observation and interviews
- Translate insights into breakthrough ideas and scalable solutions
- Rapidly prototype and test solutions with minimal resources
- Drive innovation and change initiatives in teams or organizations
- Integrate Design Thinking into strategic decision-making
- Integrate Design Thinking with AI

Course Coverage:

- Understand the origin, evolution, and relevance of Design Thinking in solving complex, real-world problems.
- Learn to uncover deep user needs through interviews, field observations, and empathy mapping techniques.
- Synthesize insights to define compelling, user-centric problem statements that inspire innovation.
- Generate bold, out-of-the-box ideas using brainstorming, SCAMPER, and other ideation tools.
- Bring ideas to life through low-fidelity prototypes like sketches, mock-ups, and storyboards.
- Test solutions with end-users, gather feedback, and refine ideas through multiple iterations.
- Work in teams on a real-world challenge to apply the Design Thinking process from start to finish.
- Consolidate learning through peer presentations, feedback sessions, and strategies to apply Design Thinking in your professional context.

Course Directors:

Dr. Rajeshwari Narendran (director@nsb.ac.in)

Dr. Rajeshwari Narendran is a highly accomplished professional with a Ph.D. in Management and an MBA. She is Andrew Towl Scholar, Harvard Business School (GloColl and CWW), Boston, USA, and FDP IIM-A 2009. She holds the distinction of being the first woman and youngest National President of the Indian Society for Training and Development. As a trailblazer in her field, she became the first woman elected to any professional body in HR and management across Asia. Currently serving as the Director of NTPC School of Business, she has also held positions as a Professor, Visiting Professor, Trainer at prominent institutions such as IIM Ahmedabad, IIM Udaipur, IIM Jammu, IIM Bodhgaya, Harvard Business School, and many more global Universities and institutions of eminence.

Dr. Shalini Rahul Tiwari (stiwari@imt.edu)

Dr. Shalini Rahul Tiwari is an accomplished academic, strategic thinker, and innovation evangelist with over two decades of experience in teaching, research, training, and academic leadership. She currently serves as Associate Professor in the area of Strategy, Innovation, and Entrepreneurship at the Institute of Management Technology (IMT) Ghaziabad, India. At IMT, she also leads key institutional initiatives as President of the Institute Innovation Council (IIC), National Innovation and Start-Up Policy (NISP) Coordinator, and Chairperson of the Entrepreneurship Cell (E-Cell). A scholar-practitioner at heart, Shalini earned her Ph.D. in Strategic Management from Management Development Institute (MDI), Gurgaon. Her academic interests lie at the intersection of strategic thinking, entrepreneurial ecosystems, sustainability, and design-led innovation. She has contributed extensively to scholarly and practice-oriented publications, including peer-reviewed journals, case studies, book chapters, short articles, and textbooks.

Her recent book on Design Thinking, published by Wiley, has received wide acclaim from both industry leaders and academic peers, and is being rapidly adopted across universities in India. Shalini's pedagogical approach is deeply grounded in experiential learning. She teaches courses in Strategic Management, Entrepreneurship, Design Thinking, and Strategy Simulations using platforms such as Capsim, Marketplace, Hubro, and EnParadigm. She has been a catalyst for innovation-driven education, fostering design thinking and entrepreneurial mindsets among students and professionals alike.

Shalini's commitment to global academic exchange has led her to teach at leading international institutions including the Burgundy School of Business and KEDGE Business School (France), EESCA Business School (China), and IMT Dubai.

Course investment:

The course fee is Rs. 20,000/- plus GST or \$250.

Discount

- Avail 10% discount for 5+ nominations from single organization.
- Avail 10% discount for NSB Students and Alumni.
- Avail 10% discount for IMT Ghaziabad Alumni.

Date and Time:

The course is an online course scheduled from 10th January 2026 to 12th April 2026 Sessions will commence at 03:00 pm and conclude at 06:00 pm on each Saturday.

Credit Distribution (Total 50 Hrs)

Weekend-based hybrid classes with hands-on activities, case discussions, and toolkits	30 Hrs
Short reflective assignments, empathy fieldwork, and a final design brief submission	10 Hrs
Real-world design challenge, prototype development, team presentation, and evaluation	10 Hrs

Sessions will be for 2.5 months and Project will be of 15 days.

Evaluation Criteria

Course Evaluation Components (CECs)	Weightage
Participation & Engagement	20%
Weekly Assignments & Field Exercises	15%
Final Project (Prototype + Design Brief)	30%
Project Presentation & Peer Feedback	15%
Reflection Diary	20%

Certificate details:

On Successfully completing the course, participants will be awarded with a certificate of completion.

Learning Methods:

The course follows an experiential, hands-on pedagogy combining live sessions, field-based empathy exercises, collaborative prototyping, and real-world project work to foster deep, practice-oriented learning. Emphasis is placed on learning-by-doing, peer feedback, and iterative thinking.

Target Audience:

- Executives of all levels and professionals in roles like product, strategy, operations, HR, marketing, innovation, and consulting
- Entrepreneurs and intrapreneurs
- Start-up founders and team leads
- Educators and professionals in learning and development roles
- Engineers and designers seeking cross-functional innovation skills
- Enthusiastic learners and research scholars

Payment Terms:

100% advance payment - Before the commencement of the course.

Account details:

Please make the payment to the below mentioned account number and share the reference number for confirmation.

A/C Name	NTPC School of Business
A/C No.	003101228903
Bank Name	ICICI Bank
IFSC CODE	ICIC0000031
Purpose of Remittance	MDP-DT
PAN No.	AACAN0127A
GST No.	09AACAN0127A1Z9
Swift Code	ICICINBBNRI

About NTPC School of Business (NSB)

NTPC School of Business (NSB) is promoted by NTPC Limited. NSB is actively engaged in not only running 2-year full time PGDM in Energy Management but conducting host of MDPs, Research Projects and Consultancy. NSB delivers its programs to 50+ countries across the globe and has a legacy to deliver best in class programs. The certificate courses are designed to enrich management learning and practice at all levels of decision-making in energy domain.

About Institute of Management Technology Ghaziabad (IMT Ghaziabad)

Institute of Management Technology Ghaziabad (IMT Ghaziabad), established in 1980, is India's premier management school. IMT Ghaziabad has been set up under the aegis of Lajpat Rai Educational Society (LES), a society duly registered under Societies Act 1860, Government of India and is among the first few schools in India to be AACSB-accredited. It has also been accredited by the South Asian Quality Assurance System (SAQS), and the programs of IMT Ghaziabad have been accredited by the National Board of Accreditation (NBA) and the Association of Indian Universities (AIU). IMT Ghaziabad was ranked among the Top 100 in the Financial Times Masters in Management 2024 and was #66 globally in the FT Masters in Finance 2025. It also holds the #30 position in the NIRF India Rankings 2025 (Management category), marking an impressive five-place jump. The institute offers AICTE-approved two-year management programs (PGDM Full-time, PGDM Marketing, PGDM Financial Management, PGDM Banking and Financial Services, and PGDM Dual Country Program), as well as programs for experienced professionals (PGDM ExP), and a fellow program in management (recognized as equivalent to a PhD by AIU).

For More Information

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