



**SHARDA
UNIVERSITY**
Beyond Boundaries
www.sharda.ac.in

SHARDA SCHOOL OF DESIGN, ARCHITECTURE & PLANNING



Designing Mindset for Corporate

VAD008

**VALUE ADDED COURSE
BROCHURE 2024-25**

ABOUT THE UNIVERSITY

Sharda University is a leading NAAC A+ educational institution based out of Greater Noida, Delhi NCR. A venture of the well-known Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with major focus on holistic learning and imbuing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Design, Architecture & Planning (SSDAP) prepares the students for the real world they can make a lasting impact in designing the future and have an exciting and rewarding career. The students at SSDAP have crafted the world as renowned landscape architects, urban planners, urban designers, and history preservationists.

The school's nationally accredited degree programs, world-class faculty, and state-of-the-art facilities connect to provide the students with a broad range of opportunities in both the public and private sectors of the industry. SSDAP leads the students through both practical and theoretical learning until they can master in an innovative design that reflects art and science.

The school has forged numerous connections and partnerships with schools and professionals in countries around the world. The faculty comprises academicians from internationally renowned universities such as the School of Planning & Architecture, B.I.T Mesra, National Institute of Fashion Technology (NIFT), Sheffield University, Nottingham Trent University and Delhi College of Art, University of Delhi as well as leading Architectural practitioners and Planning professionals from all over the country.

ABOUT DEPARTMENT

Department of Art & Design established in 2012 at Sharda University, as a multi-disciplinary department has been working tirelessly towards creating global design citizens. Holding their hands, driving them towards innovation through future aligned design thinking & design process, with continuous industry interactions through experiential project-based learning. Its aim is to establish Sharda as a premier center of Design education, where Students are surrounded by an environment of design intuitively based on strenuous research with an aim of developing a new generation of designers, who not only fill the gap of creative entrepreneurs but integrate social and environmental concern to become responsible designers with a mission of

- **Industry-based learning** within the classroom projects as the core of practical teaching, which will include continuous interaction with industries and industry experts to train students as confident Professionals for the future who are initiators & leaders.
- **Related Study Program (RSP)** as research projects based on complete business model by studying, analyzing crafts, connecting business with social impacts while exploring to the maximum and putting them on the forefront of the competitive design industry. Create craft-based design patents from RSPs as well as convert craft documentation into Publications & sources of innovation, combining craftsmanship with technology.
- **Sharda Design Center (SDC)**, used as a vehicle to connect industry with students, business with fresh minds and an instrument to establish Sharda as a multi-disciplinary design interaction center.

Vision of Department

- To be at the Centre of Excellence in Art & Design Education to shape future-ready professionals catering the needs of the design industry and the society

Mission of Department

- To create a global center of innovation and excellence in art and design industry.
- Promoting in-depth research in art and design studies for sustainable practices.
- To inculcate critical, analytical, cognitive, speculative and creative problem-solving skills.
- To develop a sense of social and professional ethics and values.
- To develop the essence of craftsmanship, future technological and vocational skills.

About Value Added Course for Session 2024-2025

In accordance with the University requirement for Value Added Courses, the Department of Art & Design intends to conduct these courses in collaboration with Sharda Skills

“Designing Mindset for Corporate” VAD008 for 2nd Year (3rd Semester) students pursuing Bachelors of Design and BVA respectively.

COURSE OUTCOMES

After completion of this course, students will be able to:

CO1: Identify the critical factors that influence a students’ performance and improving their planning and management of teams and tasks

CO2: Describe your own design thinking style and its impact on those they lead

CO3: Be better able to lead the variety of people they manage and control resources

CO4: Understand the design thinking processes necessary to develop an effective team

CO5: Develop higher level strategic critical thinking and problem-solving skills

CO6: Demonstrate higher level of quantitative aptitude and reasoning tools for making business decisions

DESIGNING MINDSET FOR CORPORATE (VAD008)

Outline syllabus		
WEEK	CONTENT	Duration Hrs.
18 July 2024	Introduction to Design Thinking	2
25 July 2024	Gain a comprehensive understanding of the fundamental principles and key concepts.	2
01 August 2024	Design thinking with empathy and ideation.	2
08 August 2024	Design thinking with prototyping & Design thinking with iteration.	2
22 August 2024	Introduction to APTITUDE TRAINING- Reasoning- Problem Solving/Logical/ Analytical	2
29 August 2024	Coding Decoding-1, Syllogism, Venn Diagram	2
05 September 2024	Alphanumeric Series, Direction & Puzzle, Number Series	2
12 September 2024	Develop User-Centric Thinking:	2
19 September 2024	Cultivate the ability to empathize with users and stakeholders.	2
26 September 2024	Putting the needs of the stakeholders at the center of problem-solving processes.	2
03 October 2024	Strengthen creative thinking and problem-solving skills	2
10 October 2024	applying design thinking methodologies to real-world challenges.	2
17 October 2024	Embrace an iterative approach to design by creating prototypes,	2
24 October 2024	Gathering feedback	2
07 November 2024	Refining solutions based on user input and testing.	2
14 November 2024	Enhance a Growth Mindset	2
16 November 2024	Develop a growth mindset that enhances challenges.	2
21 November, 2024	Develop a growth mindset that encourages continuous improvement and adaptation.	2

FACULTY PROFILE



Amit Bhardwaj

Professional Skill Development Trainer (Quantitative Aptitude and Logical Reasoning)

Amit Bhardwaj possesses a wealth of experience and expertise, having garnered over 7 years of professional knowledge in campus placement and government exam preparation. With a B.Tech in Electrical and Electronics Engineering from Guru Gobind Singh Indraprastha University (GGSIPU), the trainer's skills are twofold: firstly, in the realm of campus placement drives, they are adept at conducting training sessions on strategies and interview preparation, along with crafting comprehensive study materials.

Secondly, their proficiency extends to aiding students in preparing for competitive exams such as SSC, Bank PO, and CAT. This versatile skill set was honed through various roles, including positions at institutions like Chandigarh University, United College of Engineering, MVN University, and Trikha Institute, where they meticulously designed boot camps, delivered engaging lectures, and offered guidance to aspiring government exam candidates.

Moreover, their dedication to curriculum development, content creation, and maintaining the quality of exam questions, as evidenced by their freelance projects with esteemed institutions, underscores their commitment to educational excellence.



Shraddha Chauhan

Professional Skill Development Trainer (Verbal Ability and Soft Skills)

Shraddha Chauhan is a dynamic and committed Verbal and Soft Skills Trainer at Sharda University, with a strong foundation in technical expertise. Specializing in communication, teamwork, leadership, emotional intelligence, and personality development, Shraddha has successfully mentored students for academic excellence, placements, and corporate readiness. Her extensive experience includes leading teams at AptiTech Education, where she played a pivotal role in revamping training materials and boosting employee proficiency. Shraddha is adept at designing and delivering effective training sessions across various domains, ensuring that students and professionals alike are well-prepared for their careers. With a B.Tech in Information Technology from A.K.T.U University, she brings a blend of technical acumen and practical insights to her role, making her an invaluable asset in the field of education and corporate training.

School: SSDAP Program: B.Design & BVA	Academic Year: 2024-2025		
Branch: Design	Semester: 4 th		
Course Code	VAD008		
Course Title	Designing Mindset for Corporate		
Credits	Audit Course		
Contact Hours	36 hrs		
Course Type	Value Added Course		
Course Objective	The course should focus on Employability to enhance the holistic development of students and improve their elements of Leadership Skills, Leadership Traits, and Leadership Attributes in conjunction with Critical thinking and problem-solving abilities. To up-skill and upgrade students across Aptitude and Reasoning Skills. By the end of this semester, a student will have entered the threshold of his/her employability enhancement and skill-building activity exercise.		
Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1: : Identify the critical factors that influence a students’ performance and improving their planning and management of teams and tasks</p> <p>CO2: Describe your own design thinking style and its impact on those they lead</p> <p>CO3: Be better able to lead the variety of people they manage and control resources</p> <p>CO4: Understand the design thinking processes necessary to develop an effective team</p> <p>CO5: Develop higher level strategic critical thinking and problem-solving skills</p> <p>CO6: Demonstrate higher level of quantitative aptitude and reasoning tools for making business decisions</p>		
Course Description	This course will allow the students to acquire and build a rudimentary level of leadership vision, mission and strategy along with acquiring critical thinking and problem-solving capabilities. Students will also acquire advanced Quantitative Aptitude and Reasoning skills.		
Outline syllabus			CO Mapping
Unit 1	Introduction to Design Thinking		
A	Gain a comprehensive understanding of the fundamental principles and key concepts.		CO1
B	Design thinking with empathy and ideation		CO1
C	Nikhil Jaggi	Sharda Skills (Training and Development Arm of Sharda Skills)	Industrial Expert
D	Design thinking with iteration		CO2
Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Problem Solving/Logical/ Analytical		
A	Coding Decoding-1, Syllogism, Venn Diagram		CO2
B	Alphanumeric Series, Direction & Puzzle, Number Series		CO2
Unit 3	Develop User-Centric Thinking:		
A	Cultivate the ability to empathize with users and stakeholders.		CO3
B	Putting the needs of the stakeholders at the center of problem-solving processes.		CO3
C	Strengthen creative thinking and problem-solving skills by applying design thinking methodologies to real-world challenges.		CO3
D	Embrace an iterative approach to design by creating prototypes, gathering feedback, and refining solutions based on user input and testing.		CO4
Unit 4	Enhance a Growth Mindset:		
A	Develop a growth mindset that enhances challenges.		CO4
B	Develop a growth mindset that encourages continuous improvement and adaptation.		CO4
C	Introduction to APTITUDE TRAINING- Reasoning- Problem Solving/Logical/ Analytical		CO5
Unit 5	Coding Decoding-1, Syllogism, Venn Diagram		
A	Alphanumeric Series, Direction & Puzzle, Number Series		CO6
B	Develop User-Centric Thinking:		CO6