



## Department of Design Indian Institute of Technology Kanpur

<b>Course Title</b>		Entrepreneurship for designers
<b>Number</b>		DESS xxx
<b>Credits (L-T-P [C])</b>		3-0-0-0 [9]
<b>Department proposing the course</b>	:	Department of Design
<b>Name of the Proposers</b>	:	Ram Kumar and Rajeev Jindal
<b>Offered for</b>		PG students, UG elective (as an open elective)
<b>Prerequisite(s) for the course</b>	:	None
<b>Faculty members interested in teaching</b>	:	Satyaki Roy
<b>Other Departments/Programmes of whose the students are expected to take up the course</b>	:	Any UG, PG student

### Objectives

The course is to equip students with the knowledge, mindset, and practical tools required to transform creative ideas into viable, sustainable ventures. The course bridges the gap between design thinking and business strategy, enabling students to understand market dynamics, develop user-centric innovations, and build scalable business models. By integrating principles of entrepreneurship, business planning, and innovation management with design methodologies, the course aims to help understand learn process of to launch a design-led start-up and to enable them to make a meaningful impact.

### Learning outcomes:

By the end of this course, students will:

- Understand core principles of entrepreneurship through a design lens.
- Learn how to develop user-centric, viable, and scalable business ideas.
- Translate design skills into a viable product/service venture idea.
- Build and validate business models using lean methodologies.
- Gain practical experience in tools like the Business Model Canvas and Value Proposition Canvas, develop prototypes and minimum viable products (MVPs)
- Learn to pitch their startup ideas to potential stakeholders.

## **Module Outline:**

### **Module 1: Introduction to Design-Led Entrepreneurship**

- What is entrepreneurship for designers?
- Differences between business-driven and design-driven ventures
- Case studies of successful designer-founders
- Assignment: Presentation on what is designer's entrepreneurial mindset?

### **Module 2: Problem Framing & Opportunity Mapping**

- Tools: Empathy mapping, journey mapping
- Identifying real-world pain points & unmet needs
- Design research to validate user needs
- Tools for opportunity identification and systems thinking

### **Module 3: Ideation to Value Proposition**

- Techniques: Brainstorming, SCAMPER, Blue Ocean Strategy
- Defining and refining value propositions
- Tool: Value Proposition Canvas
- From idea to solution concept and MVP (Minimum Viable Product)

### **Module 4: Business Models for Designers**

- Introduction to Business Model Canvas (BMC)
- Understanding customers, channels, revenue, cost structure
- Designer's role in value delivery and capture
- Interactive session: Mapping your first BMC

### **Module 5: Design Thinking & Lean Startup**

- Prototyping: Virtual/Physical
- Validating hypotheses through experiments
- Lean Startup methodology: Build–Measure–Learn loop
- Iterating based on user feedback

### **Module 6: Branding, Storytelling & User Acquisition**

- Basics of brand identity for new ventures
- Storytelling for startups
- Building and delivering a pitch deck

Assignment: Pitch practice

**References:**

<b>Area</b>	<b>Book</b>	<b>Author</b>
Creativity & Design	Creative Confidence: Unleashing the Creative Potential Within Us All	Tom & David Kelley
Business Modelling	Business Model Generation	Osterwalder & Pigneur
Lean Startup	The Lean Startup	Eric Ries
Value Proposition	Value Proposition Design	Strategyzer
Service Design	This Is Service Design Doing: Applying Service Design Thinking in the Real World	Stickdorn et al.
Branding	The Brand Gap	Marty Neumeier
Start-up Mindset	The Hard Thing about Hard Thing: Building a Business When There are No Easy Answers	Ben Horowitz