



Design Thinking

Event Report

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| Event Name: Design Thinking | Event Date: 15 December 2022 |
| Faculty Coordinators: Dr. Neetu Kamra & Ms. Neha Issar | Event Timings: 11:00 am-3:30 pm |
| Number of Participants: 30 | Venue: Lloyd Business School |
| Guest Speaker: Ms. Arati Sood & Mr. Mayank Kaura | MOC: Offline |

Expected Outcome

- To make students understand the importance of user experience for enhancing and uplifting our daily lives.

Detailed Report:

An insightful and interactive workshop on ‘Design Thinking’ was held for the PGDM-Business Analytics students on 15th December’22 in the IBM lab at Campus 1. It was organized by the ‘Grey Matter Club’, the business analytics club of Lloyd Business School. For the workshop, we had Ms. Arati Sood, who has over 24 years of global leadership experience working with prestigious brands like McKinsey and Co., ICRA (Moody’s affiliate in India) and IBM in areas of strategy and organizational capabilities for Digital Transformation. We also had Mr Mayank Kaura, who is a part of the IBM Digital Strategy team and has over 7 years of global consulting experience in digital and analytical technologies.

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Learning Outcomes:

The workshop helped students to understand how crucial it is to add value to the product. The design thinking process combines empathy, creativity and rationality to meet user needs and drive business success.

Report Prepared By

(Ms. Neha Issar)