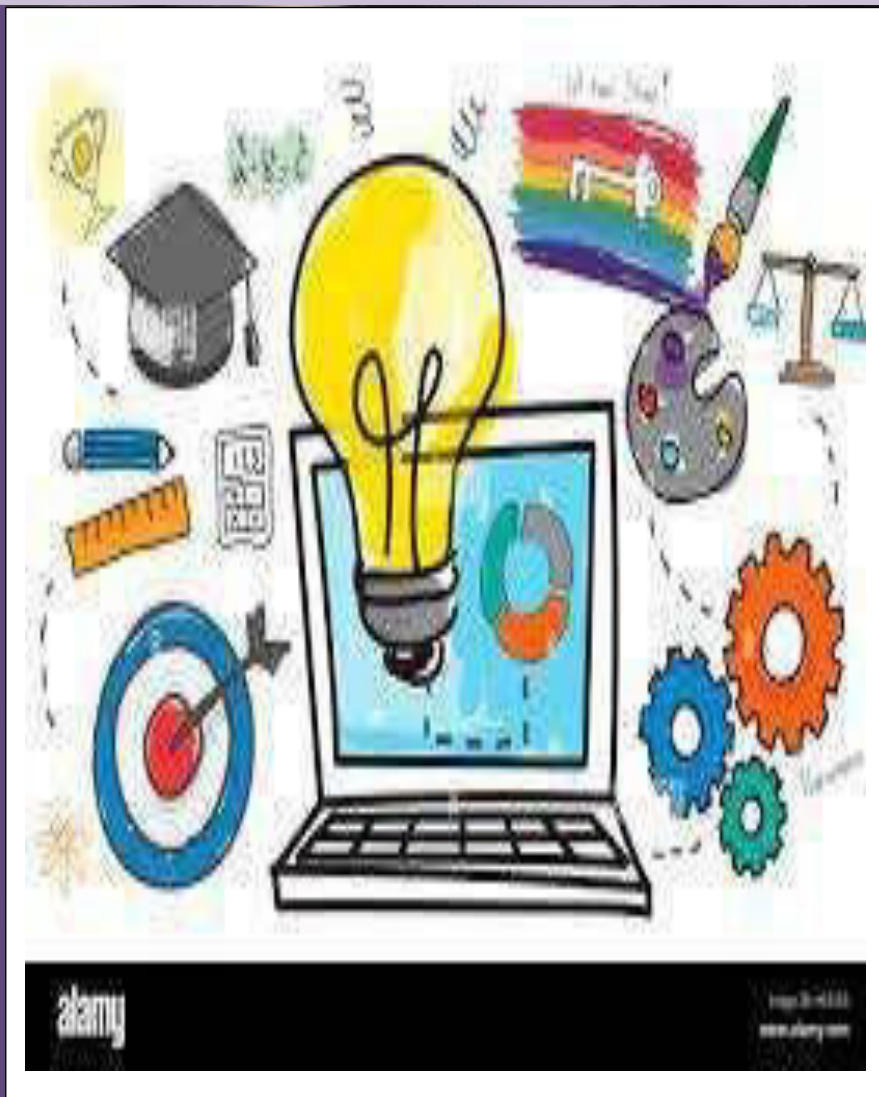




MAIMS
Under the Aegis of IQAC

Department of
Journalism & Mass
Communication
Organizes
Certificate Course on
Creative Thinking,
Design Structure &
Critical Problem Solving

January - March 2022
4:00PM-6:00PM
Date of Commencement: 29th January 2022



Maharaja Agrasen Institute of Management Studies

(A Unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University, Delhi

Recognized U/s 2(f) of UGC & Bar Council of India

ISO 9001:2015 Certified Institution

Campus: Maharaja Agrasen Chowk, Sector-22,

Rohini, Delhi-110086 India (Est. 2003)

Office Phone: 8448186947

www.maims.ac.in

**Courses offered: BBA, B Com(H), BA(H) Economics, BAJMC,
BALLB, BBALLB**

Highlights

- 32 hours online training on various modes of creativity to become successful.
- Improving Communication, management skills.
- Introduction of Art Skills.



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Course Description

- **Course Name:** “Creative Thinking, Design Structure and Critical Problem Solving”
- **Course Objectives:** Design thinking is a mindset. It is an effective technique for rethinking and rejuvenating strategy, as well as for boosting professional success. Through the lens of this course, students may reframe strategic difficulties and present more creative solutions by putting creativity at the heart of the content. These workshop mode sessions on design thinking curriculum allows students to extend their strategic perspectives, identify unique prospects for breakthrough, and keep students going forward by blending right-brained creativity and left-brained intelligence.
- **Commencement Date:** 29th January 2022

Contents of the Course

<u>Lect. No.</u>	<u>Topics</u>
1	Inaugural session and Introduction to Self-Discovery
2	Introduction to Creative Thinking and Creative Problem Solving
3	Modes of Creative Thinking-I
4	Modes of Creative Thinking-II
5	Designing and Measuring Creativity
6	Design Thinking Step 1: Empathize
7	Step 2: Define
8	Definition Methods
9	Step 3: Ideate
10	Ideation Methods
11	Step 4: Prototype
12	Prototype Methods
13	Step 5: Test
14	Discussion: Question and Answers
15	Project Presentations
16	Valedictory session and Discussion on Learning and Insights

Who Can attend?

- This Skill Enhancement Certificate Course would be beneficial for students for enhancing their creative skill.

Requirements for Issue of Certificate

- 80% or more attendance.
- Submission of solutions/answers of all assignments.
- Submission of all weekly feedbacks
- Good performance in all MCQ based tests.

Registration & Certifications

- **Number of Seats:** Limited seats are available on first cum first served basis.
- **Registration Fees – Non-Refundable (per person):**

Patrons

- Prof. (Dr.) S.K Garg (Director General, MAIMS)
- Prof. (Dr.) G.P Govil (Advisor, MATES)
- Prof. (Dr.) Ravi Kumar Gupta (Director, MAIMS)

