



# Maharaja Agrasen Institute of Management Studies

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001 : 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)

**3 months add-on Virtual certificate course on  
Creative Thinking, Design Structure, and Critical Problem-Solving Date  
29th January-23rd March 2022  
Index**

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**Director**  
Maharaja Agrasen Institute  
of Management Studies  
Sector 22, Rohini, Delhi-86





**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: 29<sup>th</sup> 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](http://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:** 29<sup>th</sup> 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)





## **MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**

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### **Department of Journalism and Mass Communication**

*Under the aegis of IQAC, MAIMS*

*3 months add-on Virtual certificate course on*

### **Creative Thinking, Design Structure, and Critical Problem-Solving**

**Date: 29th January-23rd March 2022**

**Time: 4:00 PM to 6:00 PM**

**Venue: Gmeet**

**Number of Participants: 25**

**Batches: 1**

**Toppers: 1. Raghav Sharma 2. Shivam Kumar 3. Srishti**

**Convenor: Dr. Nidhi Chaudhary**

A **Virtual Add-On course** was organized for three months by the Department of Journalism and Mass Communication of Maharaja Agrasen Institute of Management Studies. The Inaugural Ceremony took place on 29th January 2022 on the meet and was full of enthusiastic people, 25 students who registered for the virtual add on course and all the faculty members of the department of journalism and mass communication.

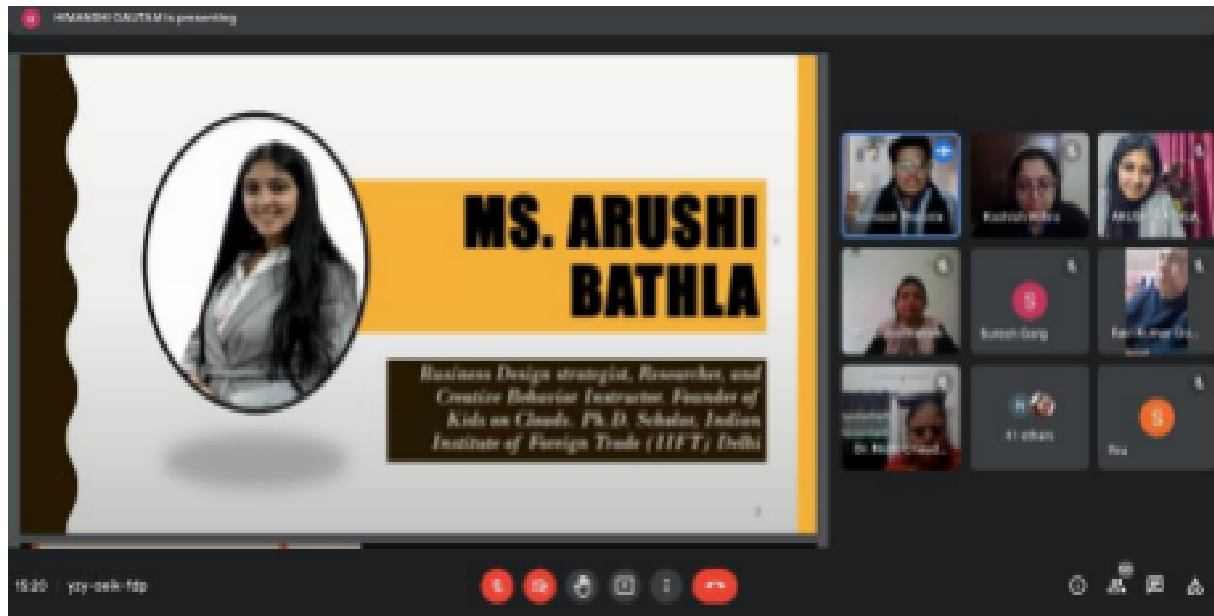
In the Inaugural Session, our eminent dignitaries of the college namely **Prof. (Dr.) Ravi Kumar Gupta**, Director, Maharaja Agrasen Institute of Management Studies, and **Dr S.K.Garg**, Director General, Maharaja Agrasen Institute of Management Studies encouraged everyone by giving their best wishes for the online course. **Dr Nidhi Chaudhry**, Faculty coordinator, Add-on course conveyed her heartiest welcome to **Prof. (Dr.) Vinita Gupta**, HOD, Department of Journalism and Mass Communication and the Resource Person, **Ms Arushi Bathla**, a PhD scholar with the Indian Institute of Foreign Trade.

**Prof. (Dr.) Vinita Gupta** encouraged students to be creative and share her experience in the field of media she showed willingness towards this new course and told everyone that they should recognize this opportunity. After that, The resource person **Ms Arushi Bathla** used videos to introduce the course and the course module and told students how she was going to evaluate all the details in the **16 Modules program**. Ms Arushi Bathla shared with students what creativity means, in response to which many students answered very enthusiastically.

The introduction session began with the module, which had the first session in which **Ms Arushi Bathla** made **FOUR TEAMS: TEAM GREEN, TEAM MUSTARD, TEAM YELLOW, and TEAM BLUE**. Ms Arushi Bathla assigned tasks to teams and students of all four teams come-up with brilliant ideas, it was a wonderful interactive session, every student

was interacting with **Ms Arushi Bathla**. The students who participated showed excellent responses to which the resource person was immensely happy.

Everyone present in the session was very delighted. In the end, **Dr Nidhi Chaudhary** Assistant professor, Maharaja Agrasen Institute of Management Studies ended the session by thanking everyone and acknowledging the organization teams, resource person, and special guests to have this wonderful session and went on a credit note.





## MODULE 2

2nd February 2022, the second day of the add on the course started with the kind words of Ms Arushi Bathla she gave a task to each team on the topic of creativity as critical thinking where the main focus was on creative thinking in Music. Team orange did well. At the end of the session, the coach conducted a minute breather with everyone.

## MODULE 3

**5<sup>th</sup> February 2022**, the third session started with enormous motivation from the coach again this time the session's focus was on Using De Bono's Six Thinking Hats Model to Teach Critical Thinking and Problem-Solving Skills Essential for Success in the 21st Century Economy the coach gave a task to the teams to create a budget for their company according to their idea and every team did it well.

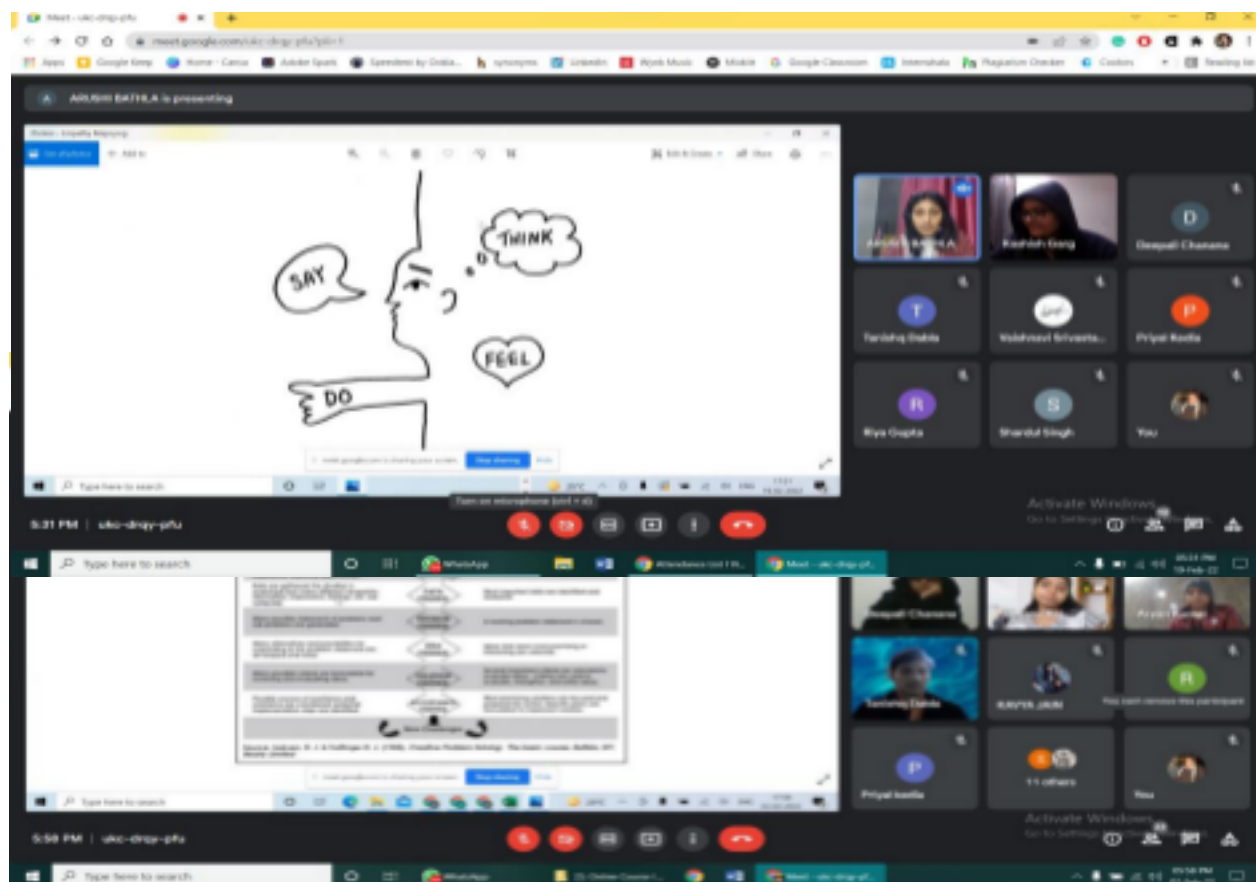
  
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 Sector 22, Rohini, Delhi-86





## MODULE 4

**9<sup>th</sup> February 2022**, this time the evening started with a great session on the topic of Objective finding, fact-finding and problem-solving. Team blue did well. At the end of the session, the coach conducted a minute breather with everyone. They all showed their creativity and brainstorming skills.



## MODULE 5

**12<sup>th</sup> February 2022**, creativity triggers when you brainstorm ideas with your team so was the evening's topic all the teams brainstorm and come up with ideas to create a company they choose their topics according to their will and work on those topics throughout the rest of the sessions each team made a hypothetical company and plan their entire circuit.

## MODULE 6

**19<sup>th</sup> February 2022**, all the teams work on their topics create their work and showcase it to the coach they talk to people to know their viewpoint on their companies ideas then they take feedback from their coach and correct it in the session and it was very interactive. At the end of the session, the coach conducted a minute breather with everyone.

## **MODULE 7**

**26<sup>th</sup> February 2022**, the session started with a fresh start. Team orange explained their idea and how they want it to grow. They gave detailed research to the coach on how they are going to generate income from this idea. All the teams were asked to have a talk with their friends and find out their views on their company idea.

## **MODULE 8 TO MODULE 11**

**27<sup>th</sup> February 2022 to 6<sup>th</sup> March 2022**, these sessions were allotted to the teams for growing their skills to create and explore the possibility of growth of an idea as a business for which all the teams talk to many people and interact with the coach and learn new things such as how to solve the critical problem by using creative thinking in these sessions all the teamwork on their ideas and researcher all the data based on some techniques that coach teaches them during the sessions and they all apply their previous knowledge to grow their business.

## **MODULE 12**

**12<sup>th</sup> March 2022**, this evening started with a warm welcome of our guest **Mr Aditya Goel** founder and CEO of QuirkyByte Media. A successful media entertainment portal running and changing Hollywood Media in India since 2015. He also co-founded Greenbrew Green Coffee back in 2016. He shares his way of using creative thinking in the field of media and how one can explore creative thinking in any field. It was a very fruitful and interactive session.

## **MODULE 13**

**13<sup>th</sup> March 2022**, this evening started with welcoming our honourable guest Mr **Anubhav Srivastava** He is a Sales Leader, a Keynote speaker, and an Ex Consultants He has authored and published two fiction and one poetry book that have broken multiple records on Amazon India. He has also given innovative TED Talks so far, namely 'The Juggling Showman and 'The Subtle Art of balance ' he has a very interactive session with all the students. He explains so many techniques that he uses during his journey and has a great fun session with participants.

## **MODULE 14 & 15**

**19<sup>th</sup> and 20<sup>th</sup> March 2022**, in these sessions participant, finalizes their work for the final project report all the teams work on their ideas and finalizes their strategies and business model and discuss them with a coach all the teams came up with a beautiful idea and team orange came up with the idea of a company that help old people and give them business all

the other team also come up with a great idea.

## VALEDICTORY SESSION

**Delhi, 23rd March 2022:** A **Virtual Add-On course** was organized for three months by the Department of Journalism and Mass Communication of Maharaja Agrasen Institute of Management Studies. The valedictory session took place on 22<sup>nd</sup> April 2022 at seminar hall, 9<sup>th</sup> block Maharaja Agrasen Institute of Management Studies and was full of enthusiastic people, students who registered for the virtual add on course and all the faculty members of the department of journalism and mass communication are present there.

In the valedictory Session, our eminent dignitaries of the college namely **Prof. (Dr.) Ravi Kumar Gupta**, Director, Maharaja Agrasen Institute of Management Studies, and **Dr S.K.Garg**, Director General, Maharaja Agrasen Institute of Management Studies congratulates everyone

for competing this add on course by giving their best wishes. **Dr Nidhi Chaudhry**, Faculty coordinator, Add-on course conveyed her heartiest welcome to **Prof. (Dr.) Vinita Gupta**, HOD, Department of Journalism and Mass Communication and the Resource Person, **Ms Arushi Bathla**, a PhD. A scholar with the Indian Institute of Foreign Trade.

**Prof. (Dr.) Vinita Gupta** encouraged students by quoting some beautiful poems and sharing her experience with students. After that, The resource person **Ms Arushi Bathla** thanked all the faculty to be there for her and showed gratitude towards the children and felt glad that they performed very well throughout the sessions. **Ms Arushi Bathla** shared her experience with students and asks them to be always willing to learn.

After this welcome session **Prof. (Dr.) Vinita Gupta** and **Dr Nidhi Chaudhry** gave saplings to our special guest's director **Prof. (Dr.) Ravi Kumar Gupta** distributes certificates to participants and the organizing team. Then the teams presented their presentation in front of all the dignitaries after which **Ms Arushi Bathla** distribute to teams according to their performance during the entire 3-month course.

Everyone present in the session was very delighted. In the end, **Dr Nidhi Chaudhary** Assistant professor, Maharaja Agrasen Institute of Management Studies ended the session by thanking everyone and acknowledging the organization teams, resource person, and special guests to have this wonderful session and went on a credit note.

  
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Value Added Course on: CREATIVE THINKING DESIGN STRUCTURE AND CRITICAL PROBLEM SOLVING

			Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
S.No	Name	Enrollment No.	29-1-22	5-2-22	7-3-22	9-3-22	12-3-22	14-3-22	16-3-22	19-3-22	21-3-22	23-3-22	26-3-22	28-3-22	2-4-22	5-4-22	7-4-22	9-4-22	12-4-22	14-4-22	21-4-22	23-4-22
1	Abhirath Pratap Tiwan	02814702419	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
2	Aditya Rathi	02614702419	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	Muskaan Doleja	02714702419	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
4	Muskan Sharma	03114702419	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5	Piyush Dhandrayal	02314702419	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	Priya	03014702419	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	Pallavi Bansal	02514702419	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
8	Raghav Sharma	02414702419	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Rakshit Ranjan	03314702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
10	Riya Jain	03414702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
11	Rudhi Bansal	03514702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	Rudrakshi Sachdeva	03614702420	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
13	Sachin Chaturvedi	03714702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
14	Sahil Sharma	03814702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
15	Sakori Tyagi	03914702420	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P
16	Shashank Singh	04014702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	Shivam Kumar	04114702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	Shubhangi Trivedi	04214702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19	Siddhant Keshri	04314702420	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

Director  
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Sample Certificate:

**3 months add-on Virtual certificate course  
Creative Thinking, Design Structure, and Critical Problem-Solving  
29th January-23rd March 2022**

**Creative Thinking Design Structure & Creative Problem Solving**



  
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