

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
K. K. BIRLA GOA CAMPUS
CENTER FOR TECHNICAL EDUCATION

Course Title: Product Development and Design Thinking

Instructors: Lokesh Garg, Akhil Kamath, Salil Jain

1. Scope and Objective of the course:

Sr. No.	WEEK	TOPIC TO BE COVERED	DETAILS
1.	Week 1	Basics of Entrepreneurship	This week will be about basics of entrepreneurship including Vision, Value Proposition, Empathy Experiments. Idea thinking.
2.	Week 2	Customer Segments	Customer Segments and customer validation through real life empathy experiments and Minimal Viable Product
3.	Week 3	Design Thinking	Design Thinking linking with the customer segments and the idea finalization.
4.	Week 4	Prototyping using Android	Basics of Application Development using Android Studio and Firebase
5.	Week 5	Prototyping finalization	-
6.	Week 6	Other Mobile Application Development Platforms	React Native, Ionic
7.	Week 7	Marking Channels	19 Traction Channels and using "The Bullseye Framework"
8.	Week 8	Prototyping using Web Development	Basics of HTML and JAVA Script
9.	Week 9	Web Development – Frontend	Introduction to Reactjs. It will be used for the frontend development.
10.	Week 10	Web Development – Backend	Introduction to Nodejs. It will be used for the backend development.
11.	Week 11	Product Development Finalization	-

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