

PROGRAM INFORMATION FORMAT

Course Name	Sustainable Innovation and Leadership: Design Thinking for Managers
Course Mode	Online
Tentative Duration	Dec 5, 2025, to Feb 7, 2026
Course Name as on Certificate	Advanced Certificate Programme in "Sustainable Innovation and Leadership: Design Thinking for Managers".
Certificate Issued by	Indian Institute of Management Jammu
Institute	Indian Institute of Management Jammu
Introduction	Sustainable Innovation and Leadership: Design Thinking for Managers is a focused 10-week management development program designed for managers and leaders eager to cultivate a human-centered innovation mindset and lead sustainable growth in their organizations. With a commitment of just 3 hours per week, this 30-hour program balances theoretical foundations with practical application, enabling participants to master design thinking principles such as empathy, ideation, prototyping, testing, and strategic decision-making in today's dynamic business environment. The program features live interactive online sessions led by expert faculty, enriched with case studies, collaborative workshops, quizzes, and hands-on assignments to reinforce learning. Participants will develop skills to understand complex challenges from diverse stakeholder perspectives, generate innovative solutions, and foster a culture of sustainable innovation within their teams. By the end of this program, managers will be equipped to lead innovation initiatives that are not only creative and user-centric but also aligned with long-term sustainability and organizational goals.
Course Objectives	1. Understand and apply the core principles of Design Thinking to identify and solve complex business challenges with a human-centered and sustainable approach. 2. Develop empathy-driven insights by engaging with diverse stakeholders to uncover unmet needs and opportunities for innovation that align with sustainability goals. 3. Generate, prototype, and test innovative solutions that balance business viability, user desirability, and environmental and social responsibility. 4. Cultivate leadership skills to foster a culture of sustainable innovation within teams and organizations, encouraging collaboration, creativity, and continuous improvement. 5. Integrate sustainable practices into strategic decision-making to drive long-term value creation and positive impact for businesses, communities, and the environment.
Eligibility	Undergraduate/Post-graduate/Doctorate with industrial experience.
Program Prerequisites	Minimum 2 years of experience for basic understanding of business processes.
Target Segment/ Who Should Attend	1. Experienced and Emerging Leaders 2. Consultants and Freelancers 3. Entrepreneurs and Business Owners
Type of Certificate	Merit Certificate
Total No. of Hours	30 Hrs.
Recommended Fee	Rs. 1500 per Hr.
Pedagogy	The pedagogy integrates foundational theory with practical application, enabling participants to grasp the core concepts of Design Thinking while developing the ability to implement them successfully in real business contexts. The program features a blend of interactive lectures, experiential workshops, case study analyses, project-driven assignments, and reflective discussions, delivering a well-rounded and immersive learning experience that fosters both understanding and skill-building.
Course Content	Module 1: Introduction to Design Thinking and Sustainable Innovation • Overview of Design Thinking: Principles and Process (Empathize, Define, Ideate, Prototype, Test)

	• The Shift from Product-Centric to Human-Centered and Sustainable Innovation • The Role of Innovation in Long-Term Business Sustainability and Leadership • Understanding the Triple Bottom Line: Economic, Environmental, and Social Value Creation Module 2: Empathy and Stakeholder Engagement for Sustainable Solutions • Techniques for Empathy: Interviews, Observations, and Immersive Research • Identifying and Engaging Diverse Stakeholders • Tools: Empathy Maps, User Journey Maps, and Social Impact Assessments Module 3: Defining the Problem with a Sustainability Focus • Synthesizing Insights into Frame Problems with Environmental and Social Challenges • Using Environmental and Social Impact Assessments to Prioritize Opportunities • Problem Reframing Techniques to Explore Systemic and Lifecycle Perspectives Module 4: Ideation for Sustainable and Innovative Solutions • Creative Techniques: Brainstorming, TRIZ, Creative Matrix, SCAMPER with Sustainability Criteria • Balancing Desirability, Feasibility, and Viability in Idea Generation • Exploring Circular Economy and Life-Cycle Thinking in Ideation Module 5: Prototyping and Testing with Social and Environmental Responsibility • Rapid Prototyping Methods to Visualize Sustainable Solutions • Incorporating Feedback from Users and Stakeholders to Refine Prototypes • Measuring Social and Environmental Impact During Testing Phases • Iterative Development for Continuous Improvement and Risk Reduction Module 6: Leadership for Sustainable Innovation • Cultivating a Culture of Innovation and Sustainability within Teams and Organizations • Leadership Mindsets: Empathy, Collaboration, Agility, and Systems Thinking • Tools for Leading Innovation: Design Sprints, and Cross-Functional Teams Module 7: Strategic Decision-Making Integrating Sustainability • Frameworks for Sustainable Strategic Planning and Decision-Making • Using Data and Metrics to Track Long-Term Value Creation and Impact • Aligning Innovation Initiatives with ESG (Environmental, Social, Governance) Goals Module 8: Capstone Project and Application • Identification of a Real-World Business Challenge with Sustainability Focus • Applying Design Thinking Stages to Develop and Present Innovative Solutions • Reflection on Leadership Growth and Innovation Mindset Development
Key Programme Highlights/USP	Capstone Project and Experiential Learning Apply your learning to a real-world sustainability challenge through a capstone project, supported by peer collaboration and mentor feedback, etc.
Program Faculty	Dr. Sakthi Nagaraj T & Dr. Vijaya Prabhagar.