

4 Years | Undergraduate Professional Program | Bachelor of Design

## B.Des. in Business Services and System Design



**FOR FURTHER INFORMATION**

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## BUSINESS, SERVICES AND SYSTEM DESIGN

In today's context it is crucial to recognize the connectedness and interdependencies of all existing systems, as well as think and envision beyond the known boundaries. With the fast approaching scenario of the Internet of things (IOT), products as we have known them will no longer exist as individual performing objects but will be 'platforms' that are part of a larger system of interconnected products to facilitate and serve us.

### ELIGIBILITY

As per AICTE guidelines published on the admissions page of the Srishti Manipal website.

### MEDIUM OF INSTRUCTION

English; all our transactions and transcripts will be in English.

### DURATION

8 semesters (4 years); must be completed within 6 years from the start of the course of study.

### DESCRIPTION OF CURRICULUM COMPONENTS

**FOUNDATION STUDIES** introduces students to basic principles and tools of Art and Design through contextual studies and hands-on learning and is common to all courses.

**DISCIPLINARY STUDIOS** are learning spaces where students develop core disciplinary skills and knowledge, while navigating in a trans-disciplinary environment.

**WORKSHOPS** provide intense learning experiences in making and doing, across the different disciplines.

**GENERAL STUDIES** are designed to develop and broaden one's world view and sharpen critical thinking and communication skills.

**ELECTIVES** allow students to expand their skills, develop interests and provide opportunities for travel and exchange.

**ABILITY & SKILL ENHANCEMENT COURSES (AEC), (SEC)** include learning units that enable enrichment of knowledge specific to a discipline, or are skill-based and provide hands-on-training and competencies.

**CHARETTES** are end of semester challenges that allow students to apply their learning from the studios and workshops to participate in brief-driven, quick-fire design assignments.

**INTERIM** is an open elective that encourages exploration through an open-ended framework for learning by engaging with artistic practices. Contemporary artists are invited from all over the world to lead place-based projects.

**INTERNSHIP** in an art or design studio/organization / industry provides students an opportunity to refine and apply their learning in a professional environment.

**TERM PAPER** allows the integration of theory and reflection with practice or artefact creation.

**PROJECT** involves the application, synthesis and demonstration of capabilities acquired, and is a qualifier to the thesis.

**THESIS PROJECT** in the final year is the synthesis and demonstration of capabilities acquired. The first semester includes a qualifying research project; the second a Final Thesis project which is interdisciplinary, within a current context.

**CO-CURRICULAR ACTIVITIES** provide opportunities for students to stay healthy as well as broaden their talents in various activities.

CURRICULUM COMPONENTS	SEMESTER
Generic Skills	1, 2
Contextual Enquiry	1, 2
Performance of Understanding	1, 2
Disciplinary Studios	3, 4, 5, 6
Design Charette	3, 4, 5, 6
Internship	Between 6 & 7
Project	7
Term Paper	7
Thesis	8
Exhibition	8
Open Electives	1, 2, 3, 4, 5, 6
Workshops	1, 2, 3, 4, 5, 6, 7
General Studies	1, 2, 3, 4, 5, 6, 7
Ability & Skill Enhancement Courses	1, 2, 3, 4, 5, 6
Co-Curricular Activities	1, 2, 3, 4, 5, 6

### MAJOR AND MINOR

Navigation for students under the CBCS is provided through the choice of an academic major and minors. In addition to this, there is a choice of open electives, through General Studies and Interim.

An Academic Major typically consists of a Core Curriculum, with prescribed units of study. The Core Curriculum may comprise of the disciplinary studios listed below, which are indicative and not exhaustive. The choice of learning units taken as an academic major may also include similar disciplinary studios chosen from those listed on the prospectus of other specialised courses.

An Academic Minor is a student's second disciplinary choice and has its own prescribed units of study. A minor is chosen from learning units offered as prescribed as chosen from an interdisciplinary studies cluster other than the one in which their course is located.

### CURRICULUM COMPONENTS

(This list may be amended and is listed here as indicative of the program of study)

#### SEMESTER 1 & 2 – ODD & EVEN FOUNDATION STUDIES

(Common and Compulsory to All Specialisations)

##### Studio

Generic Skills  
Contextual Enquiry  
General Studies  
Interim (Learning Expeditions)

#### SEMESTER 3 – ODD DISCIPLINARY STUDIOS

##### Studio

SMBS2301	Systems - a macro to micro look 1
SMBS2305	Finding, making and influencing connections
SMBS2311	Design Thinking and Doing Tools
SMBS2321	Business Strategy Tools

#### Workshops

SMHC2325	UX Development in Practice
SMHC2327	Visual Narratives
SMIA2363	Crafting with Clay
SMIA2373	Deconstructed Print and Dye
SMIA2361	Digital Skills
SMVS2335	Beyond a Box: Introduction to Packaging Design
SMVS2327	Drawing & Sketching For Ideation
SMVS2329	Photography & Imaging

#### SEMESTER 4 – EVEN

##### OPEN ELECTIVE – INTERIM DISCIPLINARY STUDIOS

##### Studio

SMBS2304	Introduction to Service Design Tools
SMBS2308	Facilitating creative industry
SMBS2312	Systems - a macro to micro look-2
SMBS2314	Business strategy Tools 2
SMBS2316	Simple System and Service Design 2
SMBS2318	Idea to Market

##### Workshops

SMHC2322	Interaction Design Evaluation & Validation
SMHC2324	SEC: Quantitative research and statistical experimental design
SMIA2378	Break and Make - Bicycle Hacking
SMIA2375	Rug Making
SMIA2374	Chair Design
SMVS2330	Crafting type - Introduction to Letterform Design
SMVS2320	Letterpress Printing
SMVS2322	Book Making/Book Art

#### SEMESTER 5 – ODD

##### DISCIPLINARY STUDIOS

##### Studio

SMBS2307	Application of Service Design Tools
SMBS2309	Business Strategy Tools
SMBS2317	Business of Service Design
SMBS2323	Systems, Services and Impact

##### Workshops

SMHC2325	UX Development in Practice
SMHC2327	Visual Narratives
SMIA2373	Deconstructed Print and Dye
SMIA2361	Digital Skills
SMIA2381	Prototyping
SMVS2329	Photography & Imaging

SMVS2335	Beyond a Box: Introduction to Packaging Design
SMVS2337	Travelling Signs

#### SEMESTER 6 – EVEN

##### OPEN ELECTIVE – INTERIM

##### DISCIPLINARY STUDIOS

##### Studio

SMBS2308	Facilitating Creative Industry
SMBS2310	Service life cycle (Design, make, deliver, service, dispose)

##### Workshops

SMHC2322	Interaction Design Evaluation & Validation
SMHC2324	SEC: Quantitative research and statistical experimental design
SMIA2386	New Ways of Making
SMIA2380	Create a Story
SMIA2384	Explore Tensegrity
SMVS2322	Book Making/Book Art
SMVS2330	Crafting type - Introduction to Letterform Design
SMVS2320	Letterpress Printing

#### SEMESTER 7 – ODD

##### PRE-THESIS PROJECT

##### TERM PAPER

#### SEMESTER 8 – EVEN

##### THESIS PROJECT

##### EXHIBITION

**UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:**

- » Research and analyze
  1. To be observant without being judgmental, and to simulate scenarios in order to extrapolate information
  2. To be able to position oneself in diverse contexts in order to draw valuable insights
  3. To have the ability to position oneself in a larger global context
- » Synthesize and Envision
  4. Have the ability to identify patterns within systems and services both apparent and beyond the obvious
  5. Have the capability to make connections between seemingly unconnected components
- » Evolve and Reflect
  6. Have the ability to experiment, make, and be open to critical feedback in order to generate insights and opportunity areas to push boundaries.
  7. Have the capability to collaborate and also be open to critical feedback from all stakeholders



## Systemic Visualization



### For more information on the programs and courses

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