

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

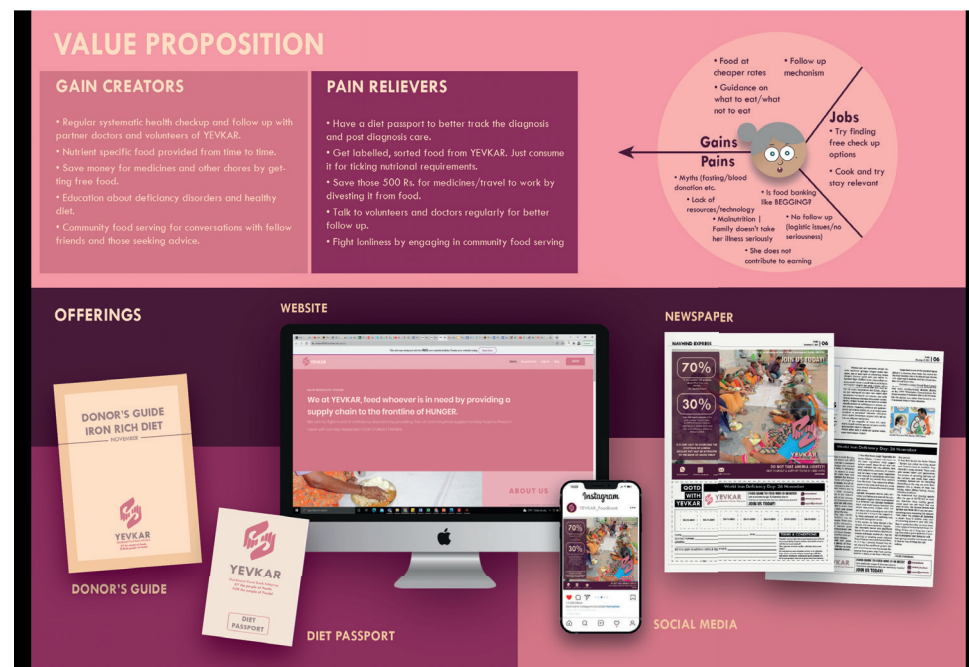


SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN
AND TECHNOLOGY
(A Constituent Unit of MAHE, Manipal)



4 Years | Undergraduate Professional Program

Bachelor of Design (B.Des) in Business Services & System Design 2026



FOR FURTHER INFORMATION

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BUSINESS SERVICES & SYSTEM DESIGN 2026

The Business Services and System Design (BSSD) course prepares you to design innovative and sustainable businesses, services, and systems that address complex challenges in today's interconnected and interdependent world. Utilizing a multi-disciplinary approach that includes human-centered design, social innovation, and technology, you will develop the skills to be perceptive participants and facilitators within systems, enabling the creation of new, business-ready services.

You will also gain a holistic perspective crucial for success in today's dynamic and interdependent landscape. Upon completion of the course, you will be well-prepared to pursue careers in fields such as service design, systems innovation, business project management and much more.

ELIGIBILITY

As per AICTE guidelines published on the admissions page of the Srishti Manipal Institute (SMI) 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.

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 disciple specific studios. The choice of learning units taken as an academic major may also include similar disciple specific studios chosen from the other specialised courses.

An Academic Minor is a student's second 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	SEMESTER
Generic Skills	1, 2
Contextual Enquiry	1, 2
Performance of Understanding	1, 2
Disciple Specific 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
Holistic Education (HED)	1, 2, 3, 4, 5, 6

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.

STUDIOS are learning spaces where students develop core 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.

HOLISTIC EDUCATION (HED) provide opportunities for students to stay healthy as well as broaden their talents in various activities.

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

DISCIPLE SPECIFIC STUDIOS

Studio

Workshops

SEMESTER 4 – EVEN

OPEN ELECTIVE – INTERIM

DISCIPLE SPECIFIC STUDIOS

Studio

Workshops

SEMESTER 5 – ODD

DISCIPLE SPECIFIC STUDIOS

Studio

Workshops

SEMESTER 6 – EVEN

OPEN ELECTIVE – INTERIM

DISCIPLE SPECIFIC STUDIOS

Studio

Workshops

SEMESTER 7 – ODD

PRE-THESIS PROJECT

TERM PAPER

SEMESTER 8 – EVEN

THESIS PROJECT

EXHIBITION