

— PROFESSIONAL CERTIFICATION PROGRAMME

Innovation & Design Thinking with AI

From problems to possibilities. From ideas to real-world impact.

A practical, expert-led learning experience combining human-centred design, AI-enabled innovation, prototyping and entrepreneurship.



DURATION

3 Months

LEARNING HOURS

120 Hours

DELIVERY

**Live online
workshops**

COHORT

Max 30

BATCH #1 STARTS

22 November 2026

Inaugural fee • regular ₹39,900

₹9,900

“ Why this programme, why now?

AI is accelerating what is possible. The differentiator is knowing which problems matter, how to frame them, and how to turn ideas into solutions that people need.

This programme develops the mindset, methods and practical confidence to discover opportunities, test assumptions, build prototypes and communicate a viable innovation proposition.

01 / THE LEARNING EXPERIENCE

Structured learning, intensive practice

Built around active participation, not passive lectures. You repeatedly apply each concept to a real-world problem you choose, receive feedback, and refine your solution.



How the 120 learning hours are shared

Learn & reflect

12 hrs

Short faculty-led concept sessions, frameworks, demonstrations and guided reading.

Practice & collaborate

60 hrs

Facilitated exercises, AI-assisted research, empathy mapping, ideation sprints, problem-solving clinics and peer reviews.

Build & validate

24 hrs

Team-based concept development, prototype and MVP preparation, customer feedback and business-model testing.

Present & improve

24 hrs

Weekly demonstrations, design critiques, milestone reviews, capstone pitch and reflective learning.

01 / WORKSHOP DELIVERY MODE

Every session ends with something you made

Each workshop links a concept to a real problem and a tangible output, so learning turns into evidence you can show.

**Live online, interactive**

Instructor-led sessions with demonstrations, digital whiteboards, breakout groups and collaborative exercises.

**Challenge-led workshops**

Each session connects a concept to a real problem and a tangible learner output.

**Small-team projects**

Teams of 5–6 learners, supported by mentor feedback and peer learning.

**Practical AI integration**

AI tools assist discovery, research, ideation and communication. Human judgment and validation remain essential.

**Progress checkpoints**

Weekly reviews, prototype critiques, evidence-based feedback and a final innovation showcase.

THE SESSION RHYTHM**1**

Concept briefing

2

Worked example

3Guided team
exercise**4**

Critique & reflection

5Take-home
application

02 / PROGRAMME CURRICULUM

Six connected modules. One innovation journey.

MODULE 01

01

Foundations of Innovation & Design Thinking

Innovation mindset, human-centred design, empathy and observation, customer research, opportunity mapping, problem framing and root-cause analysis.

You produce: problem statement, user persona and evidence of unmet need.

MODULE 02

02

Creative Ideation & AI for Innovation

Brainstorming and SCAMPER, first-principles thinking, AI-assisted research and idea generation, responsible AI, concept screening and selection.

You produce: concept portfolio, selection matrix and chosen solution direction.

MODULE 03

03

Product Design, Prototyping & Development

User requirements, product and service concepts, solution architecture, rapid prototypes, MVPs, iterative testing, DFM/DFA fundamentals.

You produce: prototype or digital concept demonstration with design rationale.

MODULE 04

04

Structured Problem-Solving & Improvement

5 Whys, fishbone diagrams, Lean thinking, Kaizen, A3 problem-solving, improvement measures and validation planning.

You produce: A3 report and a measurable improvement hypothesis.

MODULE 05

05

Customer Validation & Business Modelling

Customer interviews, value proposition, desirability-feasibility-viability, MVP testing, Business Model Canvas, pricing and go-to-market basics.

You produce: customer validation summary and draft business model.

MODULE 06 • CAPSTONE

06

Commercialization & Entrepreneurship

Intellectual property basics, commercialization pathways, launch readiness, startup fundamentals, storytelling and stakeholder pitch.

You produce: final capstone portfolio and innovation pitch.

03 / LEARNING OUTCOMES & ASSESSMENT

What you will be able to do

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| <p>01 Identify and articulate a meaningful customer or operational problem.</p> <p>03 Apply AI responsibly to accelerate research, exploration and ideation.</p> <p>05 Develop a prototype or MVP and gather relevant feedback.</p> <p>07 Evaluate customer value, feasibility and basic commercial viability.</p> | <p>02 Use empathy, research and Design Thinking to frame opportunities.</p> <p>04 Generate, compare and select viable product or service concepts.</p> <p>06 Use structured problem-solving to improve an existing process or solution.</p> <p>08 Communicate an evidence-based innovation proposal to stakeholders.</p> |
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Capstone: from problem to proposition

TEAM PROJECT

DISCOVER

DEFINE

IDEATE

DESIGN

PROTOTYPE

VALIDATE

PITCH

Select a real-world challenge, work in a small team, and build a portfolio showing the problem, research, selected concept, prototype, feedback, business model and next steps.

Example domains:

Healthcare

Manufacturing

Sustainability

Education

Mobility

Consumer services

How you are assessed

20%

25%

40%

15%

■ Workshop participation • 20%

Participation, completed tools and reflections

■ Module assignments • 25%

Six module deliverables and mentor feedback

■ Capstone portfolio • 40%

Research, concept, prototype, validation, business model

■ Final demo & pitch • 15%

Presentation quality, evidence and responses to questions

Certification: ENGGECT Innovation completion certificate, awarded on meeting the published attendance and assessment requirements.

04 / PARTICIPANTS

Who should join?

**Students & fresh graduates**

Engineering students seeking applied problem-solving and product innovation experience.

**Working professionals**

Early-career and experienced people in engineering, technology, operations, quality, design and management.

**Aspiring entrepreneurs**

Founders who want a structured way to discover and validate business opportunities.

**Designers & change agents**

Product designers and innovators strengthening customer-centred design and AI-enabled innovation skills.

Eligibility & prerequisites

Open to undergraduate and postgraduate students, graduates, working professionals and aspiring entrepreneurs.

No prior coding experience is required. You should be comfortable using a computer, joining live video sessions, collaborating in teams and completing project assignments.

What you walk away with

- ✓ A repeatable Design Thinking and AI-assisted innovation workflow.
- ✓ Practical experience with discovery, ideation, prototyping and validation tools.
- ✓ An innovation project portfolio you can discuss in interviews or professional reviews.
- ✓ A draft value proposition, business model and project pitch.
- ✓ Peer collaboration, expert critique and an ENGGECT completion certificate on meeting requirements.

Ready to turn ideas into real-world impact?

Batch #1 is limited to 30 participants. Reserve your seat at the inaugural fee.

BATCH #1 STARTS 22 Nov 2026	FORMAT 3 months • 120 hours Live online • Max 30	INAUGURAL FEE ₹9,900 Regular fee ₹39,900
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REQUEST ENROLMENT DETAILS



WhatsApp

+91 80089 50333



Email

info@enggect.com



Website

www.enggect.com



THE ACADEMY OF INNOVATION AND DESIGN, HYDERABAD



Please note: faculty profiles, the detailed timetable, tool access, admission criteria, assessment thresholds, payment terms and certificate wording will be confirmed before launch. Participation does not guarantee employment, funding or business success.