

## Design Thinking Admissions Workshop

SOIL School of Business Design, India's first PGDM program that focuses on innovation and creativity is holding admissions workshops for all its applicants.

The PGDM Experience at Soil School of Business design is very different that regular MBA Programs. Imagine attending a class where you learn about marketing theory and then get a chance to design and make product prototypes. Imagine attending classroom sessions where you spend time inside the classroom learning about analytics, marketing & finance but you also spend equal time outside the classrooms learning about arts, city heritage & culture, working with non for profit organizations and spending time on company campuses learning about roles and functions managers are engaged in.

To give you a trailer of what to expect in the PGDM Program we have redesigned our admissions process in a Design Thinking Workshop format where you can get a peek into how the actual PGDM class would function and the kind of activities students will be encouraged to do.

What: A hands-on, experiential, experimental design thinking experience where students would solve a real-life problem using Design Thinking and its tools, followed by an interview process for the 2-year PGDM program.

### Workshop Itinerary

Process	Time Slot
Registration for the Workshop Participants	30 Min
Presentation of Design Thinking & its importance	15 Min
Student Group Formation & Ice Breaking Activity	15 Min
Problem Statement Brief	10 Min
Team Activity for Finding Solutions	50 Min
Brainstorming activity for finding unique solutions (All the teams)	30 Min
Break and reassemble	10 Min
Teams present their individual Ideas	25 Min
Reflecting as a group (All Teams on what they accomplished)	20 Min
Personal Interview	Slot Wise (Usually takes 1 Hour)

We look forward to welcoming you to the Workshop