Pimpri Chinchwad Education Trust's
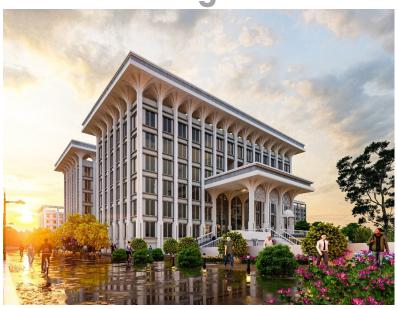
Pimpri Chinchwad University

Sate, Pune - 412106

Curriculum Structure

Bachelor of Design

Pune Design School

Effective from Academic Year 2025-26

Program Structure

Preamble:

India has a long history of welcoming visitors with open arms, making it recognised as a typically hospitable nation. Hospitality is known to be the very essence of India. The hospitality sector offers a wide range of professional options at different levels and requires a variety of talents, and it makes a considerable contribution to the economies of India and many other nations.

The goal of Pimpri Chinchwad University's Bachelor of Design is to provide students with a solid intellectual foundation. Their ability to develop strategic business insight, make moral decisions, and adopt a sustainable worldview is empowered by the curriculum. In essence, the programme aims to create leaders who can proactively implement business strategies that pursue the economic well-being of all stakeholders while considering the welfare of the people and impact on the planet. The foundational information and abilities offered in this undergraduate degree programme are crucial for students to succeed in creative roles and be responsible citizens in the future. A key component of the curriculum is the student's holistic development. The B.Des program is Ideal for students who wish to start a career in Design, management, or entrepreneurship soon after graduation.

Vision and Mission of Programme:

Vision

The vision of the Pune Design School is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global ecosystem, promoting human values and well being, and inculcating responsibility to society, the environment, and the profession.

Mission

- To offer future leaders with academic and research excellence to succeed in today's dynamic Design Environment as successful managers and entrepreneurs.
- To Improve and Enhance the Educational Experience.
- To Cultivate a Culture of Research, Scholarship and Creative Activities
- To Grow a Comprehensive and Balanced Student community and Faculty
- To Advance Industry, Professional, Community and University Partners

Programme Educational Objectives:

1. Develop research methodologies to investigate and identify design focused interventions.

2. Develop critical thinking and ability to create innovative solutions.

3. Exhibit proficiency in practices that employ media, materials & emerging technologies.

4. Ability to demonstrate digital & analogue competence to present ideas.

5. Develop entrepreneurial approach to create strategic design solutions.

Programme Outcomes (POs):

The Graduates will be able to:

1. **Research Mindset:** Evolving a research-oriented mindset as an approach to undertake design solutions.
2. **Critical & Design Thinking:** Capacity to apply and effectively problem-solve in an unstructured, unfamiliar and complex context.
3. **Material Sensibility:** Demonstrate advanced sensibilities to analyse attributes and applicability of materials.
4. **Emerging Technology Practice:** Demonstrate curiosity and intention of practice in the domain of emerging technologies that engender innovation in the industry.
5. **Analog & Digital Competency:** Demonstrate competency in a range of analog and digital skills for creativity and communication.
6. **Strategic Design Disposition:** Illustrate critical understanding of impact of design interventions on micro & macro environments.
7. **Entrepreneurial Attitude:** Display of professionalism, enterprise, teamwork and collaboration as an approach and attitude towards entrepreneurship.

Programme Specific Outcomes (PSOs):

1. Using a structured thought process and design development process, ability to design Products that create business value, serve individual and societal needs while considering environmental impact
2. Ability to create innovative solutions which are desirable to the user, technically feasible and commercially viable.
3. Ability to develop concepts through cycles of research and concept progression while integrating all relevant issues in a given context through several stages of design development and form building.
4. Develop an understanding of the human- centered focus of design and knowledge of functionality based on human factors and ergonomics.
5. Ability to identify consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios.
6. Ability to develop a personal learning style, observe and evaluate own learning, diagnose own learning needs to serve the purpose of self and life-long learning.
7. Ability to work in a professional manner with the knowledge of design management in a collaborative, team environment, honoring timelines and ethical considerations.

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Curriculum Framework for M. Des (2 years)

Sr. No.	Type of course	Abbreviations
1	Major	**PCC**
2	Elective (Minor Stream/Vocational/Programme Specific)	**MIN**
3	Multidisciplinary / Open Electives	**OE**
4	Ability Enhancement Courses	**AEC**
5	Skill Enhancement Courses	**SEC**
6	Value Added Courses	**VAC**
7	Summer Internship	**INTR**
8	Internship	**INTR**
9	Project	**PROJ**

Sr. No.	Type of course	No. of Courses	Total Credits	
			No	**%**
1	Programme Core Credit	**15**	**44**	**52.38**
2	Multidisciplinary / Open Electives	**3**	**8**	**9.524**
3	Ability Enhancement Courses	**1**	**2**	**2.381**
4	Internship	**2**	**12**	**14.29**
5	Project	**1**	**10**	**11.9**
6	MOOC	**4**	**8**	**9.524**
	Total	**26**	**84**	**100**

COURSE DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Courses/Semester				Total
		1	2	3	4	
1	Programme Core Credit	7	4	4	0	15
2	Open Electives	1	1	1	0	3
3	Ability Enhancement Courses	0	0	1	0	1
4	Internship	0	1	0	1	2
5	Project	0	0	0	1	1
6	MOOC	1	1	1	1	4
Total						**26**

Course Structure for M.Des Integrated Experience Design (UI-UX)

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDIED101	Fundamentals of Design	**MAJ**	1	-	1	2	3	40	60	100
2	PMDIED102	Design Thinking and Innovation	**MAJ**	1	-	1	2	3	40	60	100
3	PMDIED103	Introduction to Design Research	**MAJ**	1	-	1	2	3	20	30	50
4	PMDIED104	HCI and User Experience	**MAJ**	1	-	1	2	3	40	60	100
5	PMDIED105	DESIGN STUDIO – I	**MAJ**	1	-	2	3	5	40	60	100
6	PMDIED106	UX Design	**MAJ**	1	-	1	2	3	40	60	100
7	PMDIED107	Cognitive Design and Ethnography	**MAJ**	1	-	2	3	5	40	60	100
8	PMDIED108	OE–I	**OE**	1	-	2	3	5	40	60	100
9	MOOCIED101	Integrated Experience Design Foundation	**MOOC**	2	-	-	2	2	20	30	50
	Total						21	32	320	480	800

PMDIED108 – Open Elective I
PMDIED108A - Mobile app development from Concept to Market
PMDIED108B - Fundamentals of analytics and informatics

Semester II											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDIED109	Omnipresence Design	**MAJ**	2	–	–	2	2	40	60	100
2	PMDIED110	Service Design and Enterprise UX	**MAJ**	1	–	2	3	5	40	60	100
3	PMDIED111	Customer Experience in Edtech/Fintech/Biotech/ Agritech/ Health care	**MAJ**	2	–	2	4	6	20	30	50
4	PMDIED112	Design Studio -II	**MAJ**	2	–	2	4	6	40	60	100
5	PMDIED113	OE II	**OE**	1	–	2	3	5	40	60	100
6	PMDIED114	SUMMER INTERNSHIP		3	–	–	3	3	40	60	100
7	MOOCIED102	Integrated Experience Design Foundation	**MOOC**	2	–	–	2	2	20	30	50
	Total						21	29	240	360	600

PMDIED113 - Open Elective II
PMDIED113A - UX Design for Emerging technologies
PMDIED113B - Design for Digital Marketing

Semester III											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDIED201	Analytics and Discovery Informatics	MAJ	1	0	3	4	6	40	60	100
2	PMDIED202	UX for AR/IoT/Emerging Technologies	MAJ	1	0	3	4	6	40	60	100
3	PMDIED203	G2C (Government to Citizen) UserExperience	MAJ	1	0	2	3	4	20	30	50
4	PMDIED204	Design Studio-III	MAJ	1	0	3	4	7	40	60	100
5	PMDIED205	OE III	OE	1	0	1	2	3	40	60	100
6	PMDIED206	Portfolio Making	AEC	2	0	0	2	2	40	60	100
7	MOOCIED201	Immersive Media Design Track	**MOOC**	2	–	–	2	2	20	30	50
	Total						21	30	240	360	600

PMDIED205 – Open Elective II
PMDIED205A - Design Management
PMDIED205B - Digital Agriculture

				Semester IV							
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDIED207	Post Graduation Internship	MAJ	4	0	5	9	14	125	150	275
2	PMDIED208	Dissertation	MAJ	4	0	6	10	16	125	150	275
3	MOOCIED202	Creative trategies for Interactive Design	MOOC	2	0	0	2	2	20	30	50
							21	32	270	330	600