



ST. FRANCIS COLLEGE | BENGALURU

Permanently Affiliated to Dr. Manmohan Singh Bengaluru City University
Accredited 'B++' Grade by NAAC | Approved by AICTE

4 QUALITY
EDUCATION



An IQAC Initiative

THE DEPARTMENT OF MBA

Organises

DESIGN THINKING ACTIVITY

A CREATIVE ACTIVITY FOR 1ST YEAR MBA STUDENTS

INNOVATE. SOLVE. SUSTAIN.



A hands-on activity to spark creativity,
solve real problems, and drive impact –
all at the mall!

THE DESIGN THINKING PROCESS



EMPATHIZE

Observe customers
and understand their
shopping experience.



DEFINE

Identify the key
business problem
faced by the shop.



IDEATE

Brainstorm innovative
customer-focused
solutions.



PROTOTYPE

Create a practical
model or strategy
for the solution.



TEST & PRESENT

Validate the solution
and present
recommendations.

📍 **EXPLORE. OBSERVE. SOLVE. ALL AT THE MALL!**



Nexus Mall
Bengaluru



Vegas City Mall
Bengaluru



Forum Mall
Koramangala



Meenakshi Mall
Bengaluru



DATE **22** JULY 2026



TIME **1:30 PM**



Empathy fuels innovation.
Design thinking drives change.



Event Coordinator
Ms. Lakshmi K



Head of Department
Dr. Soniya K



Principal
Dr. R N Subba Rao



Director
Rev Bro Dr. Titus Anto