

School of Planning and Architecture, Bhopal

Master of Design in Product Design & Service Design: Curriculum Structure

Learning Hours for Lecture, Studio, Tutorial, Workshop and Field Work

Version: December 2025

One Credit is equal to 30 Notional Learning Hours

Implemented from 2026-27 Session

Evaluation Method includes **VV** = Viva Voce, **WR** = Written Exam, **TP** = Time Problem

Internal Marks 50 + External Marks 50

Semester 1

| | Subject Code | Subject Name | Credits | Evaluation | Learning Hours |
|--------------------------|--------------|--|---------|------------|----------------|
| Compulsory 20 Credits | MDES 101 | Design Science Foundation | 8 | VV | 14 |
| | MDES 102 | History of Art, Design and Technology | 4 | WR | 7 |
| | MDES 103 | Design Management, Innovation and Entrepreneurship | 4 | WR | 7 |
| | MDES 104 | Computational Design and Basic AI | 4 | TP VV | 7 |

Semester 2

| | Subject Code | Subject Name | Credits | Evaluation | Learning Hours |
|------------|--------------|---------------------------------|---------|------------|----------------|
| Any 4 | MDES 211 | Product Design Research Methods | 4 | WR | 7 |
| | MDES 212 | Product Semantics | 4 | WR | 7 |
| | MDES 213 | Applied Ergonomics | 4 | WR | 7 |
| | MDES 214 | Product Function and Innovation | 4 | TP VV | 7 |
| | MDES 215 | Materials and Manufacturing | 4 | WR | 7 |
| Compulsory | MDES 216 | Product Design Project | 4 | VV | 7 |

Semester 3

| | Subject Code | Subject Name | Credits | Evaluation | Learning Hours |
|-----------------------------|--------------|---|---------|------------|----------------|
| Compulsory | MDES 301 | Summer Training | 2 | VV | 4 |
| Institute Level Elective | MDES 302 | Consumer Experience Research and Service Branding | 2 | WR | 3 |
| Any 4 | MDES 311 | Product Systems and Architecture | 4 | WR VV | 7 |
| | MDES 312 | Speculative Design and Application of AI | 4 | WR VV | 7 |
| | MDES 313 | Human-activity Systems Integration | 4 | WR | 7 |

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| MDES 314 | Phygital Systems | 4 | VV | 7 |
| MDES 315 | Service Design Methods | 4 | WR | 7 |

Semester 4

| | Subject Code | Subject Name | Credits | Evaluation | Learning Hours |
|---------------------------|--|-----------------------------------|---------|---|----------------|
| <i>Minimum 20 Credits</i> | MDes 401 | Final Design Project | 18 | VV | 31 |
| | MDes 402 | Design Seminar and Report Writing | 2 | VV | 4 |
| Note | Minimum Credits required to be completed in each Semester = 20. | | | Minimum Credits required to obtain Master of Design Degree = 80. | |