



BENNETT
UNIVERSITY
THE TIMES GROUP

NAAC
GRADE A+
ACCREDITED UNIVERSITY

School of Design

Program Structure & Curriculum

Bachelor of Design (Hons.) – Product Design with AI

Year - 2026-2030

Duration: 04 Years

Vision of the Bennett University:

To be a global leader in education, research, and innovation, empowering higher learning ecosystems.

Mission of the Bennett University:

- Empower all the members of the Bennett ecosystem and provide thought leadership, focusing on nation-building and preparing our graduates to move with the Times.
- Cultivate international partnerships and collaborations with academic institutions, industry, and government organizations, and provide a rigorous and innovative education that equips students with the knowledge, skills, and ethical values required to excel in their careers.
- Foster a culture of lifelong learning, adaptability, and critical thinking, ensuring graduates are prepared to tackle challenges in all academic fields.
- Drive interdisciplinary research and innovation, pushing the boundaries of human knowledge, addressing pressing global issues, and solving real-world problems.
- Enhance a collaborative environment that encourages faculty and students to engage in research, innovation, and entrepreneurship, creating a lasting impact on society.
- Promote diversity, equity, and inclusion, ensuring that all individuals, regardless of background, feel welcomed, respected, and empowered.
- Prepare students to become global citizens, capable of addressing global challenges and contributing to the well-being of communities worldwide.
- Provide a globally connected career services network with graduate employers and alumni.
- Foster a strong sense of ethical responsibility in our graduates, emphasizing the importance of ethical conduct, sustainability, and social impact in professional practice.
- Commit to ongoing assessment and improvement of our programs and invest in modern infrastructure and advanced technology to support teaching, research, and innovation, adapting to the evolving needs of students, industries, and society.

Vision of the School of Design at Bennett University:

To be a global leader in design education, shaping ethical, empathetic, innovative designers who blend sustainability, heritage, and technology to create a better world.

Mission of the School of Design at Bennett University:

1. Empower designers with strong foundations in the design process, technology, and entrepreneurship to lead with creativity and intent.
2. Foster interdisciplinary innovation and real-world problem-solving through collaboration across fields, cultures, and contexts.
3. Champion inclusivity, sustainability, and cultural preservation by embedding ethical design practices rooted in both tradition and change.
4. Strengthen global and industry relevance through hands-on experiences, live projects, and international partnerships that prepare designers as future-ready global citizens.
5. Inculcate adaptability and lifelong learning to enable designers to evolve with a rapidly changing world.

Program Educational Objectives (PEO):

PEO1: Build a strong foundation in design, creativity, and problem-solving.

PEO2: Equip graduates with technical skills and industry-relevant tools.

PEO3: Foster adaptability to emerging technologies and sustainable practices.

PEO4: Develop entrepreneurial and collaborative skills for career success.

PEO to Mission Statement Mapping:

PEO Statements	Mission Statements				
	M1	M2	M3	M4	M5
PEO1	3	3	2	2	2
PEO2	3	2	2	3	2
PEO3	2	3	3	2	3
PEO4	3	2	2	3	3

1: Low

2: Medium

3: High

Program Outcomes (POs) and Program Specific Outcomes (PSOs):

PO1: Empathy and Human-Centered Design: Graduates will integrate empathy into the design process, considering user needs, emotions, and experiences to create meaningful and inclusive solutions.

PO2: Critical Thinking and Problem Solving: Graduates will be able to analyze complex design problems, identify design requirements, and generate innovative solutions.

PO3: Design Process Understanding: Graduates will demonstrate an understanding of the complete design process, from concept to implementation.

PO4: Radical Creativity and Innovation: Graduates will use creativity to develop novel design solutions while considering feasibility and user experience.

PO5: Craftsmanship & Technical Skills: Graduates will apply technical skills in using design tools and technologies relevant to the design industry.

PO6: Communication: Graduates will articulate design concepts effectively through visual and verbal mediums, including sketches, prototypes, and digital presentations.

PO7: Collaboration and Teamwork: Graduates will work effectively in multidisciplinary teams, showing leadership and adaptability in collaborative settings.

PO8: Ethical and Sustainable Design: Graduates will practice design with a focus on sustainability and ethical considerations.

PO9: Global and Cultural Awareness: Graduates will design with sensitivity to cultural contexts, societal needs, and historical significance.

PO10: Interdisciplinary Approach: Graduates will integrate knowledge from multiple disciplines, fostering a holistic perspective in design thinking and problem-solving to create innovative and well-informed solutions.

PO11: Industry Orientation & Professionalism: Graduates will exhibit professional behavior, including time management, effective communication, and ethical decision-making in the design industry.

PO12: Lifelong Learning and Adaptability: Graduates will demonstrate the ability to continuously learn, adapt to new technologies, and stay current in the evolving design landscape.

B. Design (Hons.) Communication Design Program Specific Outcomes (PSOs)

PSO1: Apply principles of product design, ergonomics, materials, manufacturing processes, and AI-enabled design methodologies to develop innovative, functional, and aesthetically meaningful products for diverse user contexts.

PSO2: Analyse complex human-centered and societal problems using design research, systems thinking, data interpretation, and emerging AI tools to generate evidence-based and sustainable design solutions.

PSO3: Demonstrate proficiency in digital visualization, CAD/CAM, prototyping, interaction design, computational tools, and artificial intelligence applications to create, evaluate, and refine product experiences and intelligent systems.

PSO4: Collaborate effectively in interdisciplinary and industry-oriented environments while communicating design intent professionally, managing projects ethically, and developing entrepreneurial and future-ready approaches for the global design ecosystem.

Assessment Scheme:

Components	Internal Assessment	Mid-Term Exam	End Exam	Total
Weightage %	40%	20%	40%	100%

Assessment Policies & Procedures

Deadlines & Submissions: Students must manage time effectively to meet deadlines. Absence on the day a brief is delivered does not alter submission deadlines unless an extension is formally approved.

Extensions & Special Circumstances: Students facing exceptional situations (illness, emergencies) must inform the course faculty member in advance and refer to the Student Handbook for assessment policies.

Academic Integrity: Plagiarism and academic misconduct are strictly prohibited. Refer to the Student Handbook for guidelines on ethical academic practices.

Communication & Support: If students face challenges with the module, they should approach the course tutor early for guidance. Non-academic concerns should be directed to the Student Counsellor at Student Development and Support.

Assessment Criteria: Grades are based on the quality of work, adherence to project requirements, creativity, critical analysis, and timely submission.

Curriculum Structure

Semester-I							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Drawing for Designers	0	1	4	0	3
	DSC	Elements of Design & Colour	0	2	4	0	4
2	DSC	Material Exploration I	0	1	4	0	3
4	DSC	Photography for Designers	0	1	2	0	2
5	DSE	Elective I: Applied Ergonomics / Body, Space & Product Interaction	0	2	4	0	4
6	GE/MDC-1	History of Art & Design	0	2	2	0	3
7	SEC-1	Digital Design Fundamentals	0	1	2	0	2
8	VAC-1	TREP1	1	0	0	3	2
Total			1	10	22	3	23

Semester-II							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Digital Futures with AI	0	1	4	0	3
	DSC	Product Sketching	0	1	4	0	3
2	DSC	Design Process	0	2	4	0	4
3	DSC	People, Environment and Context	0	1	0	3	2
4	DSE	Elective II Digital Sculpting / 3D Form Visualization	0	2	4	0	4
5	GE/MDC-2	Geometry in Design	0	1	4	0	3
6	VAC-2	Environmental Studies 1	2	0	0	0	2
7	AEC-1	TREP2	1	0	0	3	2
Total			3	8	20	6	23

Semester-III							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Generative AI for Product Design	0	2	0	0	2
	DSC	Form and Aesthetics	0	1	4	0	3
2	DSC	Introduction to UI Design	0	1	4	0	3
3	DSC	STUDIO 1: Design of Everyday Things	0	2	4	0	4
4	DSE	Elective III Sensors and Actuators/ Introduction to Lifestyle Product Design	0	1	4	0	3
5	Internship	Summer Internship-I	0	0	0	0	0
6	MDC -3	Materials and Manufacturing Technologies	0	2	2	0	3
7	SEC-3	TREP3	1	0	2	0	2

8	VAC-3	AI for All	2	0	0	0	2
Total			3	9	20	0	22

Semester-IV							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Product Semantics & Form Studies	0	2	4	0	4
2	DSC	UX Design Fundamentals	0	2	4	0	4
3	DSC	Packaging Design	0	2	4	0	4
4	DSC	STUDIO 2: Design and Technology	0	2	4	0	4
5	DSE	Elective IV Internet of Things (IOT)/ Personal Accessory Design	0	1	4	0	3
6	GE/MDC-4	Psychology for Designers	0	2	0	0	2
7	AEC-2	Advance Digital Sculpting with AI	0	2	0	0	0-2
8	VAC -4	TREP4	2	0	0	0	0-2
Total			0	9	20	0	21

Semester-V							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Visual Communication for Designers	0	1	4	0	3
2	DSC	Furniture Design	0	0	6	0	3
	DSC	Product Design Portfolio	0	0	4	0	2
3	DSC	STUDIO 3: IDEA - Product Design	0	1	6	0	4
4	DSE	Elective V Mechanism and Robotics / Home and Living Product Design	0	1	4	0	3
5	SEC3	Summer Internship-II	0	0	0	6	2
6	AEC3	TREP5	2	0	0	0	2
Total			2	3	24	6	19

Semester-VI							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Service Design	0	1	6	0	4
2	DSC	Tangible Interface Design	0	1	6	0	4
3	DSC	STUDIO 4: Technically Complex Product	0	1	6	0	4
4	DSE	Elective VI The Wearables/ Game and Toy Design	0	1	6	0	4
5	DSE	Elective VII Blue Sky Design Future/ Interactive Lifestyle Products	0	0	4	0	2
6	SEC-4	Immersive Design - AR/VR/AI	0	0	4	0	2
7	GE/MDC-5	Interdisciplinary Project	0	0	4	0	0-2
8	AEC-4	TREP6	0	0	0	6	0-2

Total	0	2	36	0	20
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Semester-VII							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSC	Design Management	0	1	2	0	2
2	DSC	Color, Material and Finish	0	0	4	0	2
3	DSE	Elective VIII System Research for Smart Product/ System research for Craft Cluster Research	0	0	4	0	2
4	DSE	Elective IX System Design for Smart Product Design/ System Design for Craft Product Development	0	0	8	0	4
5	GE/MDC 6	Design for Spatial Experience	0	0	0	6	0-2
6	AEC 5	Research Seminar	0	0	4	0	2
7	SEC 5	Product Design Entrepreneurship	0	0	4	0	2
8	VAC 5	Environmental Studies- II	2	0	0	0	0-2
9	SIP-III	Summer Internship-III	0	0	0	6	2
Total			13	1	22	6	18

Semester-VIII							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	DSE	Design Research for Industry Project/ Design Research for Conceptual Project	3	0	0	0	3
2	GE/MDC	Documentation of Graduation Project	2	0	0	0	0-2
3	AEC 6	Prototype Development & User Validation	0	0	0	6	0-2
4	SEC 6	Professional Practice & Career Readiness For Design	0	0	0	6	0-2
5	SIP 2	Graduation Project	0	0	0	24	12
Total			5	0	0	24	17