

WBL351 Design Thinking & its Applications

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

Design Thinking & its Applications introduces a transdisciplinary approach to equip students with design-thinking knowledge and skills to look at problems and situations with a user-centric mindset to apply to problems faced at the workplace. Human-centered design is the backbone for design thinking and commonly known as solution-orientated thinking with a creative strategy and deep empathy for the people. This integrative skill set will be highly valued as one needs to think beyond the boundary to search for innovative solutions and to embrace an experimental attitude to discover what is truly beneficial and feasible as organizations undergo strategic digital transformation in response to the dynamic nature of future economy. At the end of this course, students will learn to build various prototypes for experimentation, share what they have made together and finally presenting their new solutions.

Topics:

- Fundamental of Design Thinking
- The Empathic Approach
- Marketing and Businesses Ethnography
- Creativity, Innovation and Entrepreneurship
- Design thinking Framework and Methodology
- Case Studies of Design thinking: Customer-focused Solutions
- Design thinking: Human-centric Approach in Problem Definition
- Design thinking: Ideation and Solution
- Design thinking: Prototyping and Experimenting
- Design thinking: Pivoting or Ramping for the Market
- Value Proposition and Pitching
- Corporate Innovation and Management

Learning Outcome:

- Understand how Human-Centered Design (HCD) can provide a foundation for innovation
- Appreciate the principles and the different approaches behind design thinking concept in developing a human-centric solution, from ideation to implementation for product and service launches.
- Evaluate corporate innovation strategies in response to future economy moving from service to solution-based.
- Construct ethnographic design to identify and define a problem.
- Apply design thinking methodology in brainstorming new ideas and developing solutions to a “wicked” problem experienced by customers.
- Execute and manage every stages of collaborative creativity and design thinking process to effect corporate innovation and cultural change.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	10
	PROJECT PROPOSAL 1	30
Overall Examinable Components	FINAL REPORT	60
Total		100

*The information listed is subject to review and change.