Department of Faculty of Business

Subject Syllabus

Subject Code: BIS02

Subject Title: Design Thinking for Innovation

Subject Specification: For Management & Business Services Program

Subject Overview: The subject will discuss the foundations on how to use design thinking model to create innovations as problem solution in organization management, business, entrepreneurship, and program planning.

Course Objectives: The student become understand and have experiences on how to use the design thinking model in management and business field.

Course Method: lectures, group discussions, case studies.

Learning Outcome (Competence):

- Knowledge : Understand the principles of design thinking for innovation model .
- Skill: Able to implement the model in management and business field.
- Attitude: Enthusiasm, commitment, innovative, and confident.

Course content:

Week	Topic
1	Subject Introduction
2	Design thinking for innovation model
3	Situation Analysis
4	Creative thinking
5	Alternatives
6	Solution
7	Evaluation
Mid Examination	
8	Innovation in organization management
9	Innovation in product development
10	Innovation in marketing project planning
11	Innovation in Business Services

12	Design thinking project
13	Design thinking project
14	Design thinking project
Final Examination	

Grading System:
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation:

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is 60 and above. In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
I	Subject Introduction	Problem in management and business field. How to identify the problem? Creative thinking and process. Finding a solution	Presentation from a lecturer. Topic Discussion Q and A
II	Design thinking for innovation model	What is? What if? What wows? What works?	Presentation from a lecturer. Topic Discussion Q and A
III	Situation Analysis	Identify the organization's business and communication problems. Identify the people involved. Objectives of the program	Presentation from a lecturer. Topic Discussion Q and A
IV	Creative thinking	Juxta Position, free association, convergence-divergence, brainstorming, lateral thinking, experimental, swept-files.	Presentation from a lecturer. Topic Discussion Q and A Group project
V	Alternatives	Create solution alternatives by using creative thinking base on the situation.	Presentation from a lecturer. Topic Discussion Q and A Group project
VI	Solution	Decision making for the best solution by using convergence-divergence base on the specific criteria	Presentation from a lecturer. Topic Discussion Q and A Group project
VII	Evaluation	Program evaluation	Presentation from a lecturer. Topic Discussion Q and A
Mid Test			
VIII	Innovation in organization management	The role of organizational management. Case study	Presentation from a lecturer. Topic Discussion Q and A Group project

IX	Innovation in product development	Product development planning. Problem solving in product development process. Case study	Presentation from a lecturer. Topic Discussion Q and A Group project
X	Innovation in marketing project planning	Marketing project planning. Problem solving in marketing project case. Case study	Presentation from a lecturer. Topic Discussion Q and A Group project
XI	Innovation in Business Services	Role of business services Case study.	Presentation from a lecturer. Topic Discussion Q and A Group project
XII	Design thinking project	Group project	Group project
XIII	Design thinking project	Group project	Group project
XIV	Design thinking project	Group project	Group project
Final Test			

Midterm Paper Guideline: Written Examination

Final Paper Guideline: A Group Project and Presentation

Book Reference :

Brown, T. (2009). *Change by design: How design thinking transforms organizations and inspires innovation*. Harper Business.

Kelley, T., & Littman, J. (2005). *The ten faces of innovation: IDEO's strategies for beating the devil's advocate & driving creativity throughout your organization*. Currency/Doubleday.

1. cyberleninka.org

cyberleninka.org

Martin, R. L. (2009). *The design of business: Why design thinking is the next competitive advantage*. Harvard Business Press.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

1. www.scribd.com

www.scribd.com

Plattner, H., Meinel, C., & Leifer, L. (2011). *Design thinking: Understand - improve - apply*. Springer.

Prepared by:	Checked by :
	
Dr. J. A. Wempi, M.Si	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector