MGNT830

Design Thinking for Innovation

Term 4 North Ryde 2019

Department of Marketing

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General Information

Unit convenor and teaching staff Senior Lecturer Dr Lars Groeger lars.groeger@mgsm.edu.au Contact via Email E14B MGSM - 3 Management Drive , visit Reception at E14A Level 1 11am-12pm, Wednesdays
Credit points 4
Prerequisites 32cp including (MGNT607 or MGNT609)
Corequisites
Co-badged status
Unit description Innovating is at the core of successful enterprises today, whether start-ups or Fortune 500 companies. Adopting a customer perspective is a guiding principle for successful business model design. A desirable, viable and feasible product or service innovation requires deep customer empathy. This unit explores key concepts in design innovation based on the human-centred approach called “design thinking”. This unit applies experiential learning (learning by doing) by introducing students to the tools and practices of innovation, deep customer insight, and design thinking in real world applications. Students apply design methodologies and innovation tools in a live, corporate project, working closely with a client company, solving real complex problems.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Apply a design thinking process to solve marketing innovation challenges.

Discover field research insights to define marketing innovation opportunities.

Critically evaluate the desirability of marketing innovation solutions to meet stakeholders’

needs.

Perform effectively in a team, developing and applying a design thinking mindset.

Assessment Tasks

Name	Weighting	Hurdle	Due
Design Challenge Presentation	25%	No	Week 5
Team Design Challenge Report	50%	No	Week 4, 7, 8
Individual Reflection	25%	No	Week 9

Design Challenge Presentation

Due: **Week 5**
Weighting: **25%**

Format: in class presentation, softcopy upload to ilearn.

Teams will present the results of their work on the design challenge in class. Each presentation should be no more than 6 minutes followed by feedback from the audience. The quality of the content and how you communicate your message to inspire the audience will lay the groundwork for your grade. At a minimum you should clearly and concisely share the following:

- WHO you are designingfor;
- WHY -> what is theproblem/opportunity;
- WHAT is the proposedsolution;
- WHY is this relevant for your Persona (what are thebenefits);
- HOW does the solution work (this can only be a snapshot, ideally sparking interest to test the prototype).

A detailed marking rubric will be shared in class and uploaded to ilearn. Overall assessment of presentation will be based on a team mark component (50%) and an individual mark component (50%). No late submission is allowed unless a special consideration is granted for this assignment.

On successful completion you will be able to:

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Team Design Challenge Report

Due: **Week 4, 7, 8**
Weighting: **50%**

Final report Length: 3500 words max, excluding appendices

Format: Report, pitch deck and prototype. Softcopy upload to ilearn plus prototype hardcopy if applicable.

For this team project you will work on a real-world challenge. The broad context and constraints of the project will be defined, but it will be your task to specify the scope of the project, its intent, the questions it hopes to explore, and the target market it wants to explore them with.

To undertake this task students are required to complete 3 stages of work presented in reports and assignments. 50% of this group project will be assessed individually. A **peer review** will be conducted at the completion of this project, the result of which will help to determine individual scores for the team project.

During the first phase of the project students will be researching the problem from various perspectives. Most importantly, you will take a human-centred approach, conducting field research to better understand peoples' underlying issues and to define and re-define what the real problem is.

Your team is expected to produce at least three different prototypes for your challenge (conceptual, low to high fidelity, etc.) and test them with users and other stakeholders. You will document the learnings from these testings and how new insights shaped the iteration of your solution. Teams will engage in further iterations of the creative processes and work towards a presentable prototype or minimum viable product.

A detailed marking rubric will be shared in class and uploaded to ilearn. No extensions will be granted for this assignment unless special consideration is applied and approved. Late submission will be subject to 10% off every 24 hours except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Apply a design thinking process to solve marketing innovation challenges.
- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.
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Individual Reflection

Due: **Week 9**
Weighting: **25%**

Duration: **8 hours**

Length: **2,000 words**

The take-home assignment will be available in iLearn on the scheduled date.

This is a take home individual assignment. The assignment will consist of a combination of self-reflective and essay style questions. The reflection will relate to your team journey (design challenge), as well as your personal experiences and learnings throughout the course. Further information will be provided in class.

No extensions will be granted for this assignment unless special consideration is applied and approved. Late submission will be subject to 10% off every 24 hours except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Perform effectively in a team, developing and applying a design thinking mindset.

Delivery and Resources

Prescribed (compulsory) readings and supplementary materials will be available on ilearn.

The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MGSM

Unit Schedule

Session	Day	Topic
1	Day 1	Introduction to Design Thinking
2		Design Challenge and Teams
3	Day 2	Field Research
4		Design Thinking Process Fast Forward
5	Day 3	Sharing: User Research Observations
6	Day 4	Synthesis & Insights part II
7		Ideation & Rapid Prototyping
8	Day 5	Testing & Iteration
9		Storytelling
10	Day 6	Team presentations and Debrief

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Perform effectively in a team, developing and applying a design thinking mindset.

Assessment task

- Individual Reflection

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.

Assessment task

- Team Design Challenge Report

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Apply a design thinking process to solve marketing innovation challenges.
- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.
- Perform effectively in a team, developing and applying a design thinking mindset.

Assessment tasks

- Design Challenge Presentation
- Team Design Challenge Report

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Apply a design thinking process to solve marketing innovation challenges.
- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.

- Perform effectively in a team, developing and applying a design thinking mindset.

Assessment tasks

- Design Challenge Presentation
- Team Design Challenge Report

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment task

- Design Challenge Presentation

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Assessment task

- Individual Reflection

Changes from Previous Offering

Learning Outcome 4 has been adjusted to reflect the importance of collaboration in this unit. Assessment "Design Challenge Report" is split up in three stages to better account for the individual component of this team project.

Alignment with MGSM’s mission-driven attributes

Leadership: Synthesise a wide array of information using theories and practices from the behavioural sciences to make well-informed and commercially robust decisions.

Global mindset: Enhance skills to analyse, understand and predict the behaviour of individuals who have ways of doing things that are unlike and unfamiliar to us, across a broad spectrum of stakeholders.

Citizenship: Apply socially and environmentally responsible marketing actions, meeting the needs of customers, businesses and society now and in the future.

Creating sustainable value: Identify appropriate marketing activities to create, deliver and exchange sustainable value across industries and contexts.

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at https://students.mgsm.edu.au/handbook

Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.