



Universitas Negeri Surabaya
Faculty of Economics and Business
Digital Business Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
design thinking & innovation	6120906017	Study Program Elective Courses	T=0	P=3	ECTS=4.77	3	June 6, 2022
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Ika Diyah Candra A. S.E, M.Com.; Riska Dhenabayu, S.Kom.,M.M.	Ika Diyah Candra A. S.E, M.Com			Hujjatullah Fazlurrahman, S.E., MBA.	

Learning model Project Based Learning

Program Learning Outcomes (PLO) PLO study program that is charged to the course

PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit
PLO-4	Develop yourself continuously and collaborate.
PLO-5	Able to master the theory of digital business thoroughly
PLO-6	Able to adapt to the context of digital business problems faced well
PLO-7	Able to develop digital business ideas creatively and innovatively
PLO-8	Able to develop knowledge in the field of digital business appropriately
PLO-9	Able to develop digital business based on entrepreneurial leadership in a sustainable manner
PLO-10	Able to implement digital business theory in managing organizations ethically and effectively
PLO-11	Able to apply information and communication technology in business management appropriately

Program Objectives (PO)

PO - 1	Understand the value of innovation to organizations, the economy and society
PO - 2	Implementing innovation and innovation processes within the organization
PO - 3	Understand the relationship between innovation, design thinking and entrepreneurship
PO - 4	Applying the stages of the design thinking process to innovation projects
PO - 5	Generate strategic decisions in the field of design and innovation based on information and data analysis, and provide guidance in choosing

PLO-PO Matrix

P.O	PLO-2	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9	PLO-10	PLO-11
PO-1	✓	✓	✓	✓					
PO-2					✓	✓			
PO-3					✓	✓			
PO-4							✓	✓	✓
PO-5							✓	✓	✓

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1	✓	✓														
PO-2			✓	✓												
PO-3					✓	✓										
PO-4							✓	✓	✓	✓	✓	✓	✓	✓		
PO-5															✓	✓

Short Course Description This course introduces design thinking and its application to developing new products, services and business organizations. Design Thinking is an interdisciplinary, human-centered approach to innovation. Design Thinking aims to help large and small companies (eg startups) to change and innovate. The design thinking practiced in this course partly follows the IDEO approach which combines creative thinking and logical or rational thinking, and involves a process consisting of empathy, ideas and prototypes. Students will learn design principles, methodologies and frameworks, and apply them through exercises and projects. The course is divided into four main aspects, all of which are interconnected but which we also emphasize separately: (1) design methodology (eg design process, ethnographic research, brainstorming, integrative thinking, design roles, team composition), (2) " things" that will be designed (for example, the product, service, or business itself), for example the business model), (3) human attitudes and behavior (towards design), and (4) the design context. Design context refers to the broader emerging context for design and business, in particular, society (including different cultures, user personas and physical environments). Learning will be primarily experiential - through case analysis, group exercises, and team projects. Prototypes using easily accessible materials will be expected and guest speakers with practical experience in Design Thinking may also be invited to support learning.

References Main :

1. Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber
2. Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness
3. Dobrigkeit, F., de Paula, D., & Uflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. In Design

Supporters:

Supporting lecturer
Ika Diyah Candra Arifah, S.E., M.Com.
Riska Dhenabayu, S.Kom., M.M.
Hujjatullah Fazlurrahman, S.E., MBA.
Anita Safitri, M. Kom.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Understand the basic concepts of design thinking	1.1.1 Explain the meaning of design thinking and innovation 2.1.2 State the benefits of design thinking for business innovation 3.1.3 Explain the stages of the design process 4.1.4 Distinguish the differences between each stage of the design process	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Lecture (Powerpoint, YouTube Video) Discussion, questions and answers 3x50	Online lectures 3x50 online discussions	Material: 1. Design thinking and innovation 2. Benefits of Design Thinking 3. Design Stages: Define, Research, Ideate, Prototype, Select, Implement, Learn 4. Differences between each design stage. Bibliography: 1. Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber Material: 1. Design thinking and innovation 2. Benefits of Design Thinking Reference: 2. Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness	2%

2	Explaining the Design Thinking Stage: Define and Research	<p>1.2.1 Explaining the process (identifying drivers)</p> <p>2.2.2 Carrying out data collection (Information gathering)</p> <p>3.3.1 Understanding design research target groupings (Target groups)</p> <p>4.3.2 Understand the stages of sample collection and feedback (Samples and Feedback)</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presentation of material (Powerpoint, YouTube Video)</p> <p>Discussion, questions and answers 3x50</p>	<p>Online lectures 3x50 online discussions</p>	<p>Material: 1. Identification of design drivers 2. Collection of design research data 3. Design research targets 4. Identification of samples and responses for design research</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <hr/> <p>Materials: 1. Identification of design drivers 2. Collection of design research data 3. Design research targets 4. Identification of samples and responses for design research</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p>	2%
3	Explaining the Design Thinking Stage: Define and Research	<p>1.2.1 Explaining the process (identifying drivers)</p> <p>2.2.2 Carrying out data collection (Information gathering)</p> <p>3.3.1 Understanding design research target groupings (Target groups)</p> <p>4.3.2 Understand the stages of sample collection and feedback (Samples and Feedback)</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presentation of material (Powerpoint, YouTube Video)</p> <p>Discussion, questions and answers 3x50</p>	<p>Online lectures 3x50 online discussions</p>	<p>Material: 1. Identification of design drivers 2. Collection of design research data 3. Design research targets 4. Identification of samples and responses for design research</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <hr/> <p>Materials: 1. Identification of design drivers 2. Collection of design research data 3. Design research targets 4. Identification of samples and responses for design research</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p>	2%

4	Explaining the Design Thinking Stage: Idea Generation	<p>1.4.1 Explain basic design guidelines</p> <p>2.4.2 Describe themes of thinking</p> <p>3.4.3 Identify design inspiration and references</p> <p>4.4.4 Explain how to brainstorm design ideas</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Practical Assessment, Practical / Performance</p>	<p>Lecture (PPT, YouTube video) Discussion Practicing the stages of Idea Generation</p> <p>Project Tasks: 1. Generating/brainstorming digital business ideas 3x50</p>	<p>Online lecture Online discussion</p> <p>Practicing the stages of Idea Generation</p> <p>Project Tasks: 1. Generating/brainstorming digital business ideas 3x50</p>	<p>Material: 1. Basic design guide 2. Types of themes of thinking 3. Sources of inspiration and design references 4. Design idea brainstorming techniques 5. Guide to design values and inclusivity References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <hr/> <p>Material: 3. Sources of inspiration and design references 5. Guide to design values and inclusivity References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p> <hr/> <p>Material: 3. Sources of inspiration and design references 4. Design idea brainstorming techniques References: 3. <i>Dobrigkeit, F., de Paula, D., & Uffacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	4%
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5	Understanding Design Ethics	<p>1.5.1 Explain the concept of design ethics</p> <p>2.5.2 Explain the elements of design ethics</p> <p>3.6.1 Explain the application of design ethics in real business practice</p>	<p>Criteria: Holistic Rubric</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	<p>Presentation of material (PPT, YouTube Video) Discussion, question and answer</p> <p>Assignment: analysis of 3x50 case studies</p>	<p>Online lecture Online discussion</p> <p>Assignment: analysis of 3x50 case studies</p>	<p>Material: 1. Theory about design ethics 2. Theory about elements of design ethics 3. Case studies of design ethics in real business practice</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <hr/> <p>Material: 3. Case study of design ethics in real business practice</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p>	2%
6	Understanding Design Ethics	<p>1.5.1 Explain the concept of design ethics</p> <p>2.5.2 Explain the elements of design ethics</p> <p>3.6.1 Explain the application of design ethics in real business practice</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presentation of material (PPT, YouTube Video) Discussion, question and answer</p> <p>Assignment: analysis of 3x50 case studies</p>	<p>Online lecture Online discussion</p> <p>Assignment: analysis of 3x50 case studies</p>	<p>Material: 1. Theory about design ethics 2. Theory about elements of design ethics 3. Case studies of design ethics in real business practice</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <hr/> <p>Material: 3. Case study of design ethics in real business practice</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p>	4%

7	Understand user centric design	<p>1.7.1 Describe the design concept of user-centric design</p> <p>2.7.2 Identify the stages of experience design</p> <p>3.7.3 Identifying user personas</p> <p>4.8.1 Explain the user task matrix</p> <p>5.8.2 Explain the user content matrix</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment</p>	<p>Lecture (PPT, YouTube video) Discussion</p> <p>Project Task: Create a user persona Create a UX (user experience) design 3x50</p>	<p>Online lectures (PPT, YouTube videos) Online discussions 3x50</p>	<p>Material: 1. UX Design Concept 2. UX Design Stages 3. User persona 4. User task matrix 5. User content matrix</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <p>Material: 1. UX Design Concept 3. User persona</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p> <p>Material: 3. User persona 4. User task matrix 5. User content matrix</p> <p>References: 3. <i>Dobrigkeit, F., de Paula, D., & Uflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	8%
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8	Understand user centric design	<p>1.Designing the stages of experience design</p> <p>2.Identifying user personas</p> <p>3.Designing a user task matrix</p> <p>4.Designing a user content matrix</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment</p>	<p>Lecture (PPT, YouTube video) Discussion</p> <p>Project Task: Create a user persona Create a UX (user experience) design 3x50</p>	<p>Online lectures (PPT, YouTube videos) Online discussions 3x50</p>	<p>Material: 1. UX Design Concept 2. UX Design Stages 3. User persona 4. User task matrix 5. User content matrix</p> <p>References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p> <p>Material: 1. UX Design Concept 3. User persona</p> <p>References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p> <p>Material: 3. User persona 4. User task matrix 5. User content matrix</p> <p>References: 3. <i>Dobrigkeit, F., de Paula, D., & Uflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	8%
9	Applying Graphic Design Software	<p>1.9.1 Explain the function of graphic design software in digital product/service design</p> <p>2.10.1 Apply graphic design software to design digital products/services</p>	<p>Criteria: Non-test form of holistic rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Lecture (PPT, YouTube Video) Discussion, question and answer Canva and FIGMA Practicum</p> <p>Project Assignment: Designing a UI with FIGMA and/or Canva 3x50</p>	<p>Online lecture (PPT, Youtube Video) Online discussion Practical Canva and FIGMA</p> <p>Project assignment: Designing a UI with FIGMA and/or Canva 3x50</p>	<p>Material: 1 Function of graphic design software in UI and UX design (Canva, FIGMA) 2. Practice applying graphic design software to design UI and UX (Canva, FIGMA)</p> <p>References: 3. <i>Dobrigkeit, F., de Paula, D., & Uflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	6%

10	Applying Graphic Design Software	<p>1.9.1 Explain the function of graphic design software in digital product/service design</p> <p>2.10.1 Apply graphic design software to design digital products/services</p>	<p>Criteria: Non-test form of holistic rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment</p>	<p>Lecture (PPT, YouTube Video) Discussion, question and answer Canva and FIGMA Practicum</p> <p>Project Assignment: Designing a UI with FIGMA and/or Canva 3x50</p>	<p>Online lecture (PPT, Youtube Video) Online discussion Practical Canva and FIGMA</p> <p>Project assignment: Designing a UI with FIGMA and/or Canva 3x50</p>	<p>Material: 1. Function of graphic design software in UI and UX design (Canva, FIGMA) 2. Practice applying graphic design software to design UI and UX (Canva, FIGMA) References: 3. <i>Dobrigkeit, F., de Paula, D., & Ufflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	7%
11	Understanding the design stage: Refinement	<p>1.11.1 Describe design appropriateness (appropriation)</p> <p>2.11. 2 Describe visual metaphors in design</p> <p>3.11. 3 Describe design personification</p> <p>4.11. 4 Describe effective language in design</p> <p>5.11. 5 Describe the analysis of shape, color, signs and design proportions</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Lecture (PPT, YouTube Video) Discussion, questions and answers 3x50</p>	<p>Online lectures 3x50 online discussions</p>	<p>Material: 1. Theory of appropriate design (appropriation) 2. Theory of visual metaphor in design 3. Guide to design personification 4. Types of effective language in design 5. Guide to analysis of form, color, sign and proportion of design References: 1. <i>Christian Mueller-Roterberg. 2018. Handbook of Design Thinking. Innovation Ratgeber</i></p>	4%
12	Explaining the design stage: Prototyping	<p>1.12.1 Describe the stages of developing a design into a prototype</p> <p>2.13.1 Apply the prototyping stage to design projects, especially digital product/service design</p>	<p>Criteria: Holistic Rubric</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presentation of material (PPT, Youtube) Discussion, questions and answers Practice developing UI/UX designs into prototypes using FIGMA</p> <p>Project Task: Developing UI/UX designs into digital product/service prototypes 3x50</p>	<p>Online lecture Online discussion Practice developing a UI/UX design into a prototype using FIGMA</p> <p>Project Task: Developing a UI/UX design into a digital product/service prototype 3x50</p>	<p>Material: 1. Types of prototypes References: 2. <i>Brown, T., & Katz, B. (2019). Change by design: how design thinking transforms organizations and inspires innovation (Vol. 20091). HarperBusiness</i></p> <p>Material: 2. Design development into a prototype References: 3. <i>Dobrigkeit, F., de Paula, D., & Ufflacker, M. (2019). InnoDev: a software development methodology integrating design thinking, scrum and lean startup. InDesign</i></p>	5%

13	Explaining the design stage: Prototyping	1.12.1 Describe the stages of developing a design into a prototype 2.13.1 Apply the prototyping stage to design projects, especially digital product/service design	Criteria: Non-test form of holistic rubric Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Presentation of material (PPT, Youtube) Discussion, questions and answers Practice developing UI/UX designs into prototypes using FIGMA Project Task: Developing UI/UX designs into digital product/service prototypes 3x50	Online lecture Online discussion Practice developing a UI/UX design into a prototype using FIGMA Project Task: Developing a UI/UX design into a digital product/service prototype 3x50	Material: 1. Types of prototypes References: 2. Brown, T., & Katz, B. (2019). <i>Change by design: how design thinking transforms organizations and inspires innovation</i> (Vol. 20091). HarperBusiness Material: 2. Design development into a prototype References: 3. Dobrigkeit, F., de Paula, D., & Ufflacker, M. (2019). <i>InnoDev: a software development methodology integrating design thinking, scrum and lean startup</i> . InDesign	5%
14	Able to implement the design stage: Implementation	1.14.1 Create a design format for the design project 2.14.2 Prepare design material plans 3.14.3 Understand the stages of design completion 4.14.4 Understand how to create media designs for design promotions 5.14.5 Describe the scale of a design project	Criteria: Non-test form of holistic rubric Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Presentation of material (PPT, YouTube Video) Discussion, questions and answers Project assignment: Create an implementation plan for digital product/service design 3x50	Online lectures 3x50 online discussions	Materials: 1. Design Scale Guide 2. Design Continuity Strategy 3. Design Format 4. Design Materials 5. Design Completion (Finishing) 6. Media design for design promotion References: 1. Christian Mueller-Roterberg. 2018. <i>Handbook of Design Thinking</i> . Innovation Ratgeber	5%
15	Able to disseminate digital product/service design results	15.1 Disseminate or exhibit digital product/service design work	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Dissemination (in the form of presentation at seminars, scientific conferences or exhibitions) of digital product/service design work 3x50		Material: Design Thinking and Innovation Bibliography: 3. Dobrigkeit, F., de Paula, D., & Ufflacker, M. (2019). <i>InnoDev: a software development methodology integrating design thinking, scrum and lean startup</i> . InDesign	18%
16	Able to disseminate digital product/service design results	15.1 Disseminate or exhibit digital product/service design work	Criteria: Holistic rubric test form Form of Assessment : Project Results Assessment / Product Assessment	Dissemination (in the form of presentation at seminars, scientific conferences or exhibitions) of digital product/service design work 3x50		Material: Design Thinking and Innovation Bibliography: 3. Dobrigkeit, F., de Paula, D., & Ufflacker, M. (2019). <i>InnoDev: a software development methodology integrating design thinking, scrum and lean startup</i> . InDesign	18%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	34.83%

2.	Project Results Assessment / Product Assessment	52.5%
3.	Practical Assessment	10.33%
4.	Practice / Performance	2.33%
		99.99%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.