

MBA904 Human Centred Design T325 BRIEF

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
MBA	1 trimester	Postgraduate	Dr. Fariha A Hira Fariha.Hira@koi.edu.au L: 7-11, 11 York Street Consultation: via Moodle or by appointment

1.2 Core / Elective

This is a core subject for the above courses.

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	MBA: 48 Credit Points

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

No. Timetabled Hours/Week*	No. Personal Study Hours/Week**	Total Workload Hours/Week***
3 hours/week plus supplementary online material	7 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery Face-to-face on site unless otherwise notified (please check Moodle). Note – since T322, KOI is in transition and most classes will be returning to face-to-face delivery. However, there are a range of issues remaining because of COVID-19. For example, some students may have trouble travelling to Australia. Because of this some classes may still be online. This affects whether the final exam for a subject will be open-book or closed-book. After enrolment KOI will be able to make a determination and notification will be provided on Moodle before Week 7.

1.6 Pre-requisites Nil

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.



- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: Specific resources will be identified in discussions with your lecturer. Prescribed readings and research examples will be posted to Moodle for additional guidance and recommended readings listed at section 2.9 will provide useful background reading.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

2 Academic Details

2.1 Overview of the Subject

In the fast-moving and rapidly changing paradigms of the Gig Economy and Industry 4.0, personal and enterprise resilience is centred around how quickly we can respond to problems, challenges and opportunities. It is imperative that an innovative mindset is established and a robust process for creative problem solving and innovation is embedded into the cultural norm of enterprise and the individual. MBA904 Human Centred Design aligns with these principles and explores them in the context of real-world problem solving, delivering a toolbox that can be carried forward into the professional arena.

2.2 Graduate Attributes for Postgraduate Courses

Graduates of Postgraduate courses from King's Own Institute will achieve the graduate attributes expected from successful completion of a Master's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's generic graduate attributes for a master's level degree are summarised below:

	KOI Master Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge, including recent developments and applied research methods
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship, and present ideas to a variety of audiences
	Research and Information Literacy	Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions

	Creative Problem Solving Skills	Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations in professional practice
	Ethical and Cultural Sensitivity	Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Leadership and Strategy	Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty
	Professional Skills	High level personal autonomy, judgement, decision-making and accountability required to begin professional practice

2.3 Subject Learning Outcomes

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Graduate Attributes
a) Formulate a creative and innovative toolkit for personal and organisational mindsets to deal with challenges and opportunities	    
b) Combined both the knowledge and experience with human centred design concepts, methods and practices within an enterprise wide ecosystem	    
c) Examine the importance of data driven design and decision making within an enterprise wide ecosystem	    
d) Appraise the strategic impact of human centred design on developing products and services	    
e) Propose ways to incorporate human centred design principles as an approach to the management of organisational change	    

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
Week 1 27 Oct	Introduction to Human Centred Design	Dawson et al., Ch1,2 Tidd & Bessant, Ch1 Rouse Ch 1 Journal articles	Tutorial 1 Subject outline Discussion Questions Tutorial 2 Case Study Discussion Questions



Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
Week 2 03 Nov	Introduction to Human Centred Design Business model innovation and Value Creation	Dawson et al., Ch1,2 Rouse Ch 1 Journal articles Osterwalder Ch 1 Tidd & Bessant, Ch 1, 3, 13 Journal articles	Tutorial 3 Case Study <i>Discussion Questions</i> Tutorial 4 Case Study <i>Discussion Questions</i>
Week 3 10 Nov	Human Centred Design: Methods, Tools and processes Digital Transformation and Innovation	IDEO.ORG Journal articles Tidd & Bessant, Ch 2 Journal articles	Tutorial 5 Case Study <i>Discussion Questions</i> Assessment 1 (Individual) Due Tutorial 6 Case Study <i>Discussion Questions</i>
Week 4 17 Nov	Developing Innovation Strategy Sustainable innovation and Social Impact	Tidd & Bessant, Ch 4,6,7 Journal articles Tidd & Bessant, Ch 14 Rouse Ch 7,8 Journal articles	Tutorial 7 Case Study <i>Discussion Questions</i> Tutorial 8 Case Study <i>Discussion Questions</i>
Week 5 24 Nov	Products and Services Generation Human Dimensions in Innovation	Tidd & Bessant, Ch 9,10 Journal articles Dawson et al., Ch 6,7,12 Journal articles	Tutorial 9 Case Study <i>Discussion Questions</i> Assessment 2 Due Tutorial 10 Case Study <i>Discussion Questions</i>
Week 6 01 Dec	Building the Innovative Organisation Promoting Innovation Leadership	Tidd & Bessant, Ch 5, Dawson et al., Ch 13,14 Journal articles Dawson et al., Ch 15 Journal articles	Tutorial 11 Case Study <i>Discussion Questions</i> Assessment 3 (Individual) Due Presentation, Q & A
Week 7 08 Dec	Products and Services Generation	Tidd & Bessant, Ch 9,10 Journal articles	Tutorial 3 Case Study <i>Discussion Questions</i>
Week 8 15 Dec	Human Dimensions in Innovation	Dawson et al., Ch 6a, 6b,12 Journal articles	Tutorial 3 Case Study <i>Discussion Questions</i> Assessment 3 (Group): Human Centric Design for problem solving (Infographics and 1000 words description) (HCD Proof of concept)



Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
Week 9 05 Jan	Building the Innovative Organisation	Tidd & Bessant, Ch 5, Dawson et al., Ch 13,14 Journal articles	Tutorial 3 Case Study <i>Discussion Questions</i>
Week 10 12 Jan	Promoting Innovation Leadership	Dawson et al., Ch 7, 15 Journal articles	Tutorial 3 Case Study <i>Discussion Questions</i>
Week11 19 Jan	Human Centred Design: Subject review Consultation	Tidd & Bessant, Ch 15 Journal articles	Assessment 4 (Group): Prototype Problem Solution – Report of 2500 words & 10 minutes Presentation (Prototype / Service Concept Solution business plan)
Week 12 27Jan (Tue)	Group Presentations	Rouse Chapter 8 Journal articles	Assessment 4 (Group): presentation Assessment 5 (Individual) Personal Reflection Report
Week 13 02 Feb	Study review week and Final Exam Week		
Week 14 09 Feb	Examinations Continuing students - enrolments for T126 open		Please see exam timetable for exam date, time and location
Week 15 16 Feb	Student Vacation begins New students - enrolments for T126 open		
Week 16 23 Feb	• Results Released • Review of Grade Day for T325 – see Sections 2.6 and 3.2 below for relevant information. • Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.		
T126 2 Mar 2026			
Week 1 02 Mar	Week 1 of classes for T126		

2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Lectures* (1 hour/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be



found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester

- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.6 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assessment 1 (Individual) Reflection-based Essay – Individual.	Week 3	10%	a, b
Assessment 2. Individual Report 1,500 words	Week 6	20%	a, b, e
Assessment 3 (Group): Human Centric Design for problem solving (Infographics and 1000 words description)	Week 8	20%	a, b
Assessment 4 (Group) Prototype Problem Solution – Report of 2500 words & 10 minutes Presentation	Week 10 Week 11	30% (20% plan & 10% presentation)	b, c, d, e
Assessment 5 (Individual): Personal Reflection – 1500 words	Week 12	20%	b and d

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Christoph M & Larry L 2023. Understanding Innovation, Design Thinking Research. Springer Publication.

Dawson, P. 2024. Managing Change, Creativity and Innovation. 5th edition. Sage Publication.

Lee, T, O'Mahony, L and Lebeck, P. 2023. Creativity and Innovation: Everyday Dynamic and Practice. Springer UK

Rouse W. 2024. From Human-Centred Design to Human-Centred Society. Routledge

Tidd, J & Bessant, J. 2025. Managing Innovation: Integrating Technology, Marketing and Organisational Change. 8th edition. John Wiley

Recommended Reading:



- Adama, H. E., & Okeke, C. D. (2024). Digital transformation as a catalyst for business model innovation: A critical review of impact and implementation strategies. *Magna Scientia Advanced Research and Reviews*, 10(02), 256-264.
- Ancillai, C., Sabatini, A., Gatti, M., & Perna, A. (2023). Digital technology and business model innovation: A systematic literature review and future research agenda. *Technological Forecasting and Social Change*, 188, 122307.
- Anders, A.D. 2021. Human-Centered Leadership Development: A Communication- Based Approach for Promoting Authentic and Transformational Leadership. *International Journal of Business Communication* 1–24
- Auernhammer, J. 2020. Design Research in Innovation Management: a pragmatic and human-centered approach. *R&D Management* Volume50, Issue3, Special Issue: Innovation Management Research Methods. Pages 412-428
- Chen, E. Leos, C. Kowitt, S.D. Morocco, K.E. 2020. Enhancing Community-Based Participatory Research Through Human-Centered Design Strategies. *Health Promotion Practice*, Vol. 21, No. (1) 37–48
- Dawson, P. 2024. *Managing Change, Creativity and Innovation*. 5th edition. Sage Publication.
- Eikevåg, S. W., Auernhammer, J., Elverum, C. W., Dybvik, H., & Steinert, M. (2024). Human-centred engineering design: a cross-disciplinary product innovation practice. *Proceedings of the Design Society*, 4, 255-264.
- Hellström, D., & Olsson, J. (2024). Let's go thrift shopping: exploring circular business model innovation in fashion retail. *Technological Forecasting and Social Change*, 198, 123000.
- Joseph, A., Roto, V., & Stolt, V. (2024). Human-Centred Design for Uncertain Future. In *Sustainable Workplaces by Design*. Springer.
- Mainwaring, S. 2021. The Future of collaborative leadership-How business drives growth by solving today's critical challenges. *Leader to Leader*. <https://onlinelibrary-wiley-com.ezproxy.uow.edu.au/doi/epdf/10.1002/tl.20617>
- Kanbach, D. K., Heiduk, L., Blueher, G., Schreiter, M., & Lahmann, A. (2024). The GenAI is out of the bottle: generative artificial intelligence from a business model innovation perspective. *Review of Managerial Science*, 18(4), 1189-1220.
- Lee, T., O'Mahony, L and Lebeck, P. 2023. *Creativity and Innovation: Everyday Dynamic and Practice*. Springer UK
- Osterwalder, A, Pigneur, Y, & Clark, T 2010, *Business Model Generation: a handbook for visionaries, game changers, and challengers*, John Wiley & Sons, Hoboken, New Jersey
- Parmar, B.L.Wicks, A.C. Freeman, R.E. 2021. Stakeholder Management & The Value of Human-Centred Corporate Objectives. *Journal of Management Studies* 2021
- Putnam, C.P., Reiner, A. Ryou, E. Caputo, M. Cheng, Allen, M. Singamaneni, R. 2016. Human-Centered Design in Practice: Roles, Definitions, and Communication, *Strategic Organization*, Vol. 15(2) 174–193
- Rouse W. 2024. *From Human-Centred Design to Human-Centred Society*. Routledge
- Scott, K.S. 2017. An Integrative Framework for Problem-Based Learning and Action Learning: Promoting Evidence-Based Design and Evaluation in Leadership Development. *Human Resource Development Review*, Vol. 16(1) 3–34
- van der Bijl-Brouwer, M. Dorst, K. 2017. Advancing the Strategic Impact of Human-Centred Design. University of Technology Sydney, Faculty of Transdisciplinary Innovation & Design Innovation Research Centre. https://opus.lib.uts.edu.au/bitstream/10453/121852/3/OCC-111210_am.pdf



Vernon, D. Hocking, I. Tyler, T.C. 2016. An Evidence-Based Review of Creative Problem Solving Tools: A Practitioner's Resource, Human Resource Development Review, Vol. 15(2) 230–259

Walton, R. 2016. Supporting Human Dignity and Human Rights: A Call to Adopt the First Principle of Human-Centered Design. Journal of Technical Writing and Communication, Vol. 46(4) 402–426

Zachry, M Spyridakis, J.H. 2016. Human-Centered Design and the Field of Technical Communication. Journal of Technical Writing and Communication, Vol. 46(4) 392–401

Useful Websites

The following industry websites are useful introductory sources covering a range of information useful for this subject.

- R&D Management - <https://onlinelibrary.wiley.com/journal/14679310>
- Journal of Management Studies - <https://onlinelibrary.wiley.com/journal/14676486>
- Strategic Organization - <https://journals.sagepub.com/home/soq>
- Journal of Organizational Effectiveness: People and Performance - <https://www.emerald.com/insight/publication/issn/2051-6614>
- Human Resource Development Review - <https://journals.sagepub.com/home/hrd>
- <https://www.vic.gov.au/human-centred-design-playbook>

Also, The following website are useful sources covering various Human Centred Design and Innovation tools:

<https://www.innovationtraining.org/top-books-on-human-centered-design/>