KING'S OWN INSTITUTE*

Success in Higher Education

MBA904-O Human Centred Design (Online) 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	Program Coordinator
MBA	12 weeks	Postgraduate	Dr Lovasoa Nantenaina ANDRIAMORA lova.andriamora@koi.edu.au **Subject Facilitator:** Dr Shafiqur Rahman shafiqur.rahman@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 MBA Degree.

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

Students are expected to spend 120 hours completing this subject, which equates to roughly 10 hours per week over the duration of the subject.

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

Videos and learning materials	Self-directed learning	Assessment preparation
3 hours	3-4 hours	3-4 hours

1.5 Mode of Delivery

This subject is delivered fully online via KOI's Moodle learning platform. Learning is asynchronous (self-paced), with optional opportunities to engage in online synchronous group sessions (webinars and consultation sessions) at scheduled times. An online facilitator is available for student support and learning guidance.

1.6 Pre-requisites

Nil

1.7 General Study and Resource Requirements

- Students are expected to engage with and complete all learning material and activities as outlined in Moodle.
- 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.
- Physical campuses are available in Sydney and Newcastle with facilities such as computers, WIFI and library materials for students to utilise if desired. Note: this subject is delivered fully online, use of the campus is optional.

Resource requirements specific to this subject: All specific resources required for this subject can be accessed from the subject Moodle website.

1.8 Academic Advising

Academic advising and support services are available to all KOI students. Details and information about how to access these services will be available via Moodle.

2 Academic Details

2.1. Overview of the Subject

MBA904 Human Centred Design (HCD) gives students a creative and innovative toolkit for tackling challenges and opportunities, both as individuals and within organisations. Students build this toolkit through the full HCD process, from empathy driven research and ideation to prototyping and testing, developing an innovative mindset alongside practical skills for creative problem solving.

Students combine HCD knowledge with real-world experience, applying concepts, methods and practices across an enterprise wide ecosystem, including business model innovation and digital transformation. The subject places strong emphasis on data driven design and decision making, and examines how HCD shapes the strategic development of products and services, from early concept through to Minimum Viable Product (MVP).

Students also learn to apply HCD principles to organisational change, covering innovation strategy, building innovative teams and culture, and leading change through sustainable and responsible design practices. The subject closes by drawing these threads together, addressing measurement, ethics and the future direction of HCD, including the growing role of Artificial Intelligence (AI), agentic systems and emerging technologies in design work.

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.

Planner:

Week	Weekly Topics	Readings	Assessments
Week 1 26 October	Foundations of Human-Centred Design & Mindset **AI as a Creative Partner — Human–AI co-creation in design*	Tidd & Bessant Ch1 Dawson et al., Ch1,2 Rouse Ch1 Journal articles (see Moodle)	**Discussion of A1**
Week 2 02 November	Human-Centred Business Innovation: Understanding People, Value Creation, and Business Model Innovation ** AI-Augmented Understanding of Users*	Tidd & Bessant Ch1,3,13 Dawson et al., Ch1,2 Rouse Ch1 **IDEO Design Kit** Empathy, Interviews, Observation tools **Stanford HCD resources:** Empathise stage toolkit	**Preparation of A1**
Week 3 09 November	HCD Process, Tools & Empathy-Driven Design **AI and Empathy at Scale — opportunities and limits of machine-generated insight.*	IDEO.org Design Kit Tidd & Bessant Ch2 Journal articles (see Moodle)	**Preparation of A1**

Week 4 16 November	Digital Transformation, Innovation Platforms & AI Integration **Agentic AI and the Future of Design Work*	Tidd & Bessant Ch2 Journal articles (see Moodle)	**Preparation of A1**
Week 5 23 November	Innovation Strategy & Strategic HCD Tools ** Organisational AI Strategy dynamic shift in embedding AI capability into organisational innovation strategy*	Tidd & Bessant Ch4,6,7 Journal articles (see Moodle)	**A1 Due** **Discussion of A2**
Week 6 30 November	Sustainable Innovation, Social Impact & Responsible AI Design ** Responsible AI in HCD — ethics, bias, fairness and inclusive design*	Tidd & Bessant Ch14 Rouse Ch7,8 Journal articles (see Moodle)	**Preparation of A2**
Week 7 07 December	Products & Services Development — From Idea to MVP **AI and the Compressed Innovation Cycle*	Tidd & Bessant Ch9,10 Journal articles (see Moodle)	**Preparation of A2**
Week 8 14 Dec.	Human Dimensions: Change Management & Organisational Behaviour ** Human–AI Teaming — managing change when AI enters organisations*	Dawson & Andriopoulos Ch6a,6b,12 Journal articles (see Moodle)	**Submission of A2** **Discussion of A3**
Week 9 04 January	Building the Innovative Organisation — Teams, Culture & Structures **Designing AI-Ready Organisations — culture, skills and structural enablers*	Tidd & Bessant Ch5 Journal articles (see Moodle)	**Preparation of A3**
Week 10 11 January	Promoting Innovation Leadership to Drive HCD **Leading AI-Enabled Change*	Dawson & Andriopoulos Ch7,15 Journal articles (see Moodle)	**Preparation of A3**

Week 11 18 January	From Insight to Experimentation: Prototyping, Capability & Knowledge Management **When the organisation forgets — AI, institutional memory, and learning*	Tidd & Bessant Ch10,15 Journal articles (see Moodle)	**Preparation of A3** **Presentation of A2**
Week 12 25 January	Capstone: Integrating HCD — Measurement, Ethics & Future Directions **Understanding AI Futures in HCD — agentic design systems and the evolving designer role*	Tidd & Bessant Ch15 Journal articles (see Moodle)	**A3 Due** **Presentation of A2**

2.5. Teaching Methods/Strategies

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

- *Concept videos* - short (4-10 minute) videos covering key topics in the subject. Watch these to learn about fundamental ideas and concepts.
- *Interactive activities* - provided via Moodle. These support learning by allowing students to engage with the material, check understanding and deepen analysis.
- *Online webinars (optional)* - facilitated by subject matter expert(s) and subject coordinator(s).
- *Online consultation sessions (optional)* - offered weekly for the duration of the subject, the online facilitator will host one-hour consultation sessions for students to raise questions, interact with their peers and get support.
- *Other online resources and support* - readings, web resources, online consultations sessions and similar to support learning.

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 HCD Case Analysis Report (1500 words)	Week 5	**30%**	a, b, e
Assessment 2 Integrated HCD Project report (1000 words) Pitching presentation	Week 8	**45%** 15% report 30% Presentation	a, b, c, d, e

Assessment 3 Reflection Essay (Based on the contents of this subject) (1200 words)	Week 12	**25%**	a, b, c, d, e

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 readings. Recommended readings and useful links will be provided via Moodle.

Prescribed Readings:

Textbook:

Tidd, J. and Bessant, J. (2025) *Managing Innovation: Integrating Technological, Market and Organizational Change*. 8th edn. Hoboken, NJ: John Wiley & Sons.

Journal Articles:

Blankesteijn, M.L.M., 2024. Towards transformative experiential learning in science-and technology-based entrepreneurship education for sustainable technological innovation. *Journal of Innovation & Knowledge*, 9(3), p.100544. https://doi.org/10.1016/j.jik.2024.100544

Dawson, P. and Andriopoulos, C., 2017. *Managing change, creativity and innovation*. 5th ed. London: Sage Publications. (**Important book*)

Eikevåg, S.W., Auernhammer, J., Elverum, C.W., Dybvik, H. and Steinert, M., 2024. Human-centred engineering design: a cross-disciplinary product innovation practice. *Proceedings of the Design Society*, 4, pp.255-264. https://doi.org/10.1017/pds.2024.28

Hasani, N., Hosseini, A., Ashjazadeh, Y., Diederichs, V., Ghotb, S., Riggio, M., Hansen, E. and Nasir, V., 2025. Outlook on human-centred design in industry 5.0: towards mass customisation, personalisation, co-creation, and co-production. *International Journal of Sustainable Engineering*, 18(1), p.2486343. https://doi.org/10.1080/19397038.2025.2486343

Hellström, D. and Olsson, J., 2024. Let's go thrift shopping: exploring circular business model innovation in fashion retail. *Technological Forecasting and Social Change*, 198, p.123000. https://doi.org/10.1016/j.techfore.2023.123000

Huang, W. and Ichikohji, T., 2023. A review and analysis of the business model innovation literature. *Heliyon*, 9(7).

Ilyas, I.M., Kammerlander, N., Turturea, R. and van Essen, M., 2024. When business model innovation creates value for companies: A meta-analysis on institutional contingencies. *Journal of Management Studies*, 61(5), pp.1825-1883. https://doi.org/10.1111/joms.12966

Kanbach, D.K., Heiduk, L., Blueher, G., Schreiter, M. and 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), pp.1189-1220. https://doi.org/10.1007/s11846-023-00696-z

van Uffelen, N., Vermaas, P. and Pesch, U., 2024. Dealing with wicked problems: Normative paradigms for design thinking. *She Ji: The Journal of Design, Economics, and Innovation*, 10(4), pp.441-455. https://doi.org/10.1016/j.sheji.2024.11.003

Wang, N., Kim, H., Peng, J. and Wang, J., 2025. Exploring creativity in human–AI co-creation: a comparative study across design experience. *Frontiers in Computer Science*, 7, p.1672735. https://doi.org/10.3389/fcomp.2025.1672735

Wadinambiarachchi, S., Waycott, J., Rogers, Y. and Wadley, G., 2025. Imagining design workflows in agentic AI futures. In: *Proceedings of the 37th Australian Conference on Human-Computer Interaction*, November 2025, pp.19-35. https://doi.org/10.1145/3764687.3764719