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| **Module Title:**  Design Thinking and Innovation | **Ind/Group:**  Individual | **Cohort:**  March 2025 – Regular/Resit | **Module Code:**  STA309IAE | |
| **Coursework Title:**  Application of design thinking in business innovation | | | **Handout Date:**  7/1/2024 |
| **Lecturer:**  Manoj Shrestha | | | **Due Date:**  8/17/2024 |
| **Estimated Time (hrs.) \***  **Word Limit 2000 (+-10%)** | **Coursework Type:**  Coursework | | **% Of Module Mark:**  100% |
| Submission arrangement online via Schoolworkspro:  Assignment document file must be submitted on Schoolworkspro. There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the word limit by 10% or more.  The word limit includes quotations, but excludes the list of tables of contents, references. | | | |

**Failing to submit the document file will result in a zero mark for this assessment.**

File types: .pdf or .doc

Mark and Feedback date: 3 weeks after submission

Mark and Feedback method: written feedback using Schoolworkspro

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| **Module Learning Outcomes Assessed:**   1. Critically evaluate the role and application of Design Thinking. 2. Analyze the personal application benefits of design thinking with career development. 3. Use Design Thinking practically to develop an innovation |
| **Task and Mark distribution:**    This assignment requires you to identify an organization – one you know well of your choice – and critically evaluate how design thinking can be implemented to innovate the business and make growth of the business.    Your report will be assessed by the following five criteria     1. Criteria 1 (10%)  * Selection of the organization and the issues that company is trying to solve  1. Criteria 2 (25%)  * Realization of real gap of the people implementing design thinking approach of innovation in business. Creation of customer persona and customer journey map.  1. Criteria 3 (25%)  * Implementation of define, ideate, prototype and test phase of design thinking approach of innovation.  1. Criteria 4 (30%)  * Critical reflection on outcomes achieved and proposed recommendations.  1. Criteria 5 (10%)  * Presentation, grammar, and suitable referencing style. |