



## Assessment 3 Information

<b>Subject Code:</b>	MBA672
<b>Subject Name:</b>	Data-driven Design Thinking
<b>Assessment Title:</b>	Critical review of a Design Thinking process
<b>Assessment Type:</b>	Individual report
<b>Word Count:</b>	2,000 Words (+/-10%)
<b>Weighting:</b>	40 %
<b>Total Marks:</b>	40
<b>Submission:</b>	via TurnItIn
<b>Due Date:</b>	Tuesday 23:55pm (AEST) Week 13

### Your Task

- This assessment is to be done individually.
- Students are to write a 2,000 word report as a critique of a Design Thinking article. ).
- You are to submit your report as a Microsoft word file via the TurnItIn portal by Tuesday of week 13.
- The report is to be supported by references (scholarly journals and “grey” material.
- You will receive marks for content, appropriate structure and referencing.

### Assessment Description

In this assessment, you will write a critique of the Design Thinking article provided from Harvard Business Review, titled “Why Design Thinking Works” by Professor Jeanne Liedtka

In so doing, demonstrate your knowledge of the Design Thinking process, as included in weeks 1 to 12 content.

In addition to the specific questions provided below, take a position where you consider the merit of the Design Thinking process for various applications and nominate the applications/ situations in which a Design Thinking approach is likely to be more useful. Which factors are pre-requisites for the Design Thinking process?



## Specific questions to answer from the HBR article (“Why Design Thinking Works” by Jeanne Liedtke)

In critiquing this HBR article, also answer the following specific questions, in addition to the general questions listed above. Support each of your points with academic references.

1. How does Design Thinking deal with human biases?
2. Do you think Design Thinking is more suitable for transformational innovation or for incremental improvements of existing products/ services/ processes?
3. Outline the role that user-driven criteria play when making decisions using Design Thinking.
4. Explain why diversity is important in the composition of a Design Thinking team?
5. Contrast the use of linear versus iterative steps in the Design Thinking process. What value can both linear and iterative steps play?
6. Explain why immersion is important when applying Design Thinking.
7. Why is “sense-making” important as part of the Design Thinking process?
8. Explain emergent thinking and how it interfaces with Design Thinking.
9. The author discusses the importance of “pre-experience.” How does “pre-experience” relate to prototyping and testing in the Design Thinking process?
10. What assumptions are being made during the Design Thinking process?



## Assessment steps

To answer this assessment, you will need to:

1. Review the nominated HBR article
2. Apply knowledge gained in weeks 1 to 12
3. Illustrate the upsides and downsides of the Design Thinking process by means of examples.
4. Include academic references to support your answers

## Report headings

Present your answer in report format. A guide for headings to include in the report is as follows:

### **Objective**

This section outlines the reason for your critique of the HBR article.

### **Critical Review**

Outlines the merit of the Design Thinking process, situations in which a Design Thinking approach is likely to be more useful and the pre-requisites for successful execution of the Design Thinking process.

### **Detailed considerations**

Answers to the 10 specific questions asked in relation to the HBR article

### **Conclusions**

Summarise the key insights from your analysis.

### **Recommendations**

Provide the key implications of your critical appraisal of the Design Thinking process

### **References**

Include a reference list (supported by in-text citations) using Harvard referencing



## Important Study Information

### Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

*What is academic integrity and misconduct?*

*What are the penalties for academic misconduct?*

*What are the late penalties?*

*How can I appeal my grade?*

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

### Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

### Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.



## Assessment Marking Guide

MBA672 Assessment 3		Rubric /40
<b>Part A: Critical review of the Design Thinking process, <u>supported by references</u></b>		
<b>0-8</b>	<b>9-15</b>	<b>/15</b>
<b>Has demonstrated limited achievement:</b>  Little or basic review of the Design Thinking process	<b>Has achieved all or most of:</b>  Demonstrated a carefully considered and deeply insightful critiquing of the Design Thinking process.	
<b>Part B: Critique of HBR article, <u>supported by references</u></b>		
<b>0-8</b>	<b>9-15</b>	<b>/15</b>
<b>Has demonstrated limited achievement:</b>  Has produced little or a basic critiquing of the HBR article	<b>Has achieved all or most of:</b>  Has demonstrated a high degree of proficiency in critiquing the HBR article	
<b>Part C: Conclusions and Recommendations</b>		
<b>0-3</b>	<b>4-6</b>	<b>/6</b>
<b>Has demonstrated limited achievement:</b>  Has delivered basic conclusions and recommendations, with lack of insight	<b>Has achieved all or most of:</b>  Has demonstrated good depth and insight in their conclusions. The implications of the conclusions have been very well expressed with recommendations.	
<b>Part D: References and Structure</b>		
<b>0-2</b>	<b>3-4</b>	<b>/4</b>
<b>Has demonstrated limited achievement:</b>  Basic Harvard referencing with a few errors  Poor structure	<b>Has achieved all or most of:</b>  Harvard referencing with no errors  Report structure logical, integrated and flows well	



## Assignment Submission

Students must submit their individual document via TurnItIn on Tuesday of Week 13 at 23:55pm AEST.

This file must be submitted as a Microsoft Word document. Uploaded files with a virus will not be considered as a legitimate submission. TurnItIn will notify you if there is any issue with the submitted file. In this case, you must contact your lecturer via email and provide a brief description of the issue and a screen shot of the TurnItIn error message.

Students are also encouraged to submit their work well in advance of the time deadline to avoid any possible delay with TurnItIn similarity report generation or any other technical difficulties.

## Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School's Assessment Policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the student's total Marks.
10 - 14 days	50% deducted from the student's total marks.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students.

\*Assignments submitted at any stage within the first 24 hours after deadline will be considered to be one day late and therefore subject to the associated penalty.

If you are unable to complete this assessment by the due date/time, please refer to the Special Consideration Application Form, which is available at the end of the KBS Assessment Policy:

[https://www.kbs.edu.au/wp-content/uploads/2016/07/KBS\\_FORM\\_Assessment-Policy\\_MAR2018\\_FA.pdf](https://www.kbs.edu.au/wp-content/uploads/2016/07/KBS_FORM_Assessment-Policy_MAR2018_FA.pdf)