



Subject Outline

FIN372 Data-driven Design Thinking

Section 1 — General information

1.1 Administrative details

Duration	Credit points	Level
One study period (12 weeks)	6	AQF9

1.2 Core or elective subject

This is an elective subject for the Graduate Certificate in Applied Finance, Graduate Diploma of Applied Finance and Master of Applied Finance.

1.3 Delivery mode

This subject is delivered online.

1.4 Assumed knowledge

Kaplan assumes that students have completed FIN371 Applied Business Analytics or understand the content covered in this subject, prior to undertaking FIN372 Data-driven Design Thinking.

1.5 Course transition subject equivalence

Students may not be required to complete this subject if they have transitioned from a SIA/Finsia/Kaplan course and have completed the following subjects:

- there are no equivalences for this subject.

1.6 Work integrated learning

There are no placements, internships or work experience requirements associated with undertaking this subject.

1.7 Other resource requirements

Students do not require access to specialist facilities and/or equipment to undertake this subject.



Section 2 — Academic details

2.1 Subject overview

This subject explores how to solve problems creatively by integrating design thinking with analytics capability. It introduces the design thinking process as part of knowing and empathising with stakeholders, defining their needs then, ideating, prototyping and testing a solution or innovation. Students will review analytics techniques and technologies. In addition, there is a focus on how creative data solutions and innovations are governed by data ethics and security principles. Practical application is achieved with the development of solutions through analysis of case studies.

2.2 Subject learning outcomes

On successful completion of this subject, students should be able to:

1. Integrate analytics with design thinking to creatively solve problems.
2. Enhance existing products and processes using design thinking and analytical techniques.
3. Lead collaborative analytics initiatives.
4. Evaluate the ethical and legal principles associated with innovations involving data.

2.3 Topic learning outcomes

Topic 1: Innovation in teams

On successful completion of this topic, students should be able to:

- use the creative problem solving process
- analyse the different types of innovation
- investigate the role that teams play in innovation
- decide how to lead innovation through teams
- interpret the design thinking process
- discuss the need for data in the Design Thinking process.

Topic 2: The Stanford Design Thinking model

On successful completion of this topic, students should be able to:

- interpret the nature of the Stanford Design Thinking process
- analyse the Stanford Design Thinking model
- apply the Stanford Design Thinking model qualitatively and quantitatively
- interpret and apply the different tools of Stanford Design Thinking
- compose a Stanford Design Thinking project.

Topic 3: The Double Diamond Design Thinking model

On successful completion of this topic, students should be able to:

- analyse the Double Diamond Design Thinking model and the new Double Diamond Design Thinking model
- evaluate and apply the tools of the Double Diamond Design Thinking model and the new Double Diamond Design Thinking model
- apply the Double Diamond Design Thinking model qualitatively and quantitatively.
- judge the merit of alternative Double Diamond Design Thinking models
- select a Double Diamond Design Thinking model for working with a data set.

Topic 4: The role of artificial intelligence in design thinking

On successful completion of this topic, students should be able to:

- analyse the role of artificial intelligence in design thinking
- explain the role of data in artificial intelligence generated designs
- investigate the problems caused by data in AI generated designs
- show how design thinking can shape artificial intelligence.



Topic 5: Design thinking for strategic innovation

On successful completion of this topic, students should be able to:

- collaborate for strategic innovation
- create business strategy with design thinking
- analyse strategic service redesign with design thinking
- engage in data driven design thinking in diverse teams.

Topic 6: Leading innovation with design thinking

On successful completion of this topic, students should be able to:

- decide how to lead innovation effectively
- create a culture that supports innovation
- design innovation hubs.

Topic 7: The effect of data protection and regulation on data-driven design thinking

On successful completion of this topic, students should be able to:

- analyse the importance of data protection and regulations for data-driven design thinking
- decide how data protection and regulation can hinder or help data solutions and innovations
- explain the need for Ethical Innovation
- investigate the need for developing Codes of Conduct.

Topic 8: The role of data-driven design thinking initiatives in business

On successful completion of this topic, students should be able to:

- discuss the importance of data-driven design thinking initiatives in various business sectors
- analysing data-driven design thinking initiatives in the:
 - tech sector
 - finance sector
 - consumer goods sector
 - supply chain and logistics sector
 - government/ public sector
 - utilities sector
 - services sector
 - health and safety sector.

2.4 Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Task 1	Presentation 1	4	1–3	25%	LO1
Task 2	Presentation 2	8	4–6	25%	LO2, LO3
Quiz	Online quiz	10	1–6	10%	LO1–LO3
Assignment	Written report	12	1–8	40%	LO1–LO4

Please refer to our website <www.kaplanprofessional.edu.au> to review student policies relating to your assessment, including the *Kaplan Assessment Policy* and *Academic Integrity and Conduct Policy*.

2.5 Prescribed text

There is no prescribed text for this subject. Students are provided with key readings and access to Kaplan’s online databases. Students are encouraged to research and read widely on the topic.

2.6 Study plan

Week(s)	Topic name	Study load in hours
1	Topic 1: Innovation in teams	10
2	Topic 2: The Stanford Design Thinking model	10
3	Topic 3: The Double Diamond Design Thinking model	10
4	Task 1 (Weighting 25%)	10
5	Topic 4: The role of artificial intelligence in design thinking	10
6	Topic 5: Design thinking for strategic innovation	10
7	Topic 6: Leading innovation with design thinking	10
8	Task 2 (Weighting 25%)	10
9	Topic 7: The effect of data protection and regulation on data-driven design thinking	10
10	Topic 8: The role of data-driven design thinking initiatives in business Quiz (Weighting 10%)	12
11–12	Assignment (Weighting 40%)	18
Total minimum study load		120 hours

Additional study hours (if required), dependent on knowledge and personal commitments	60 hours
Total study load, including additional study hours	180 hours