



**RENCANA PEMBELAJARAN SEMESTER (RPS)**  
**PROGRAM STUDI : Bisnis Digital**  
**FAKULTAS : EKONOMI DAN BISNIS**  
**UNIVERSITAS PAHLWAN TUANKU TAMBUSAI**

MATA KULIAH	KODE	Rumpun MK	BOBOT (sks)	SEMESTER	Tgl Penyusunan		
Design Thinking to Innovation			2	2	September 2021		
		Dosen Pengembang RPS	Dosen Pengampu MK	Ketua Program Studi			
		Efti Novita Sari	Efti Novita Sari				
Capaian Pembelajaran (CP)  Catatan : S : Sikap P : Pengetahuan KU : Keterampilan Umum KK : Keterampilan Khusus	CP Program Studi	S9	Menunjukkan sikap bertanggungjawab atas pekerjaan di bidang keahliannya secara mandiri				
	P3	Menguasai prinsip dan issue terkini dalam ekonomi, sosial, ekologi secara umum;					
	P4	Menguasai pengetahuan tentang kewirausahaan dan perkembangan teknologi terbaru dan terkini.					
	KU1	Mampu menerapkan pemikiran logis, kritis, sistematis dan inovatif dalam konteks pengembangan atau implementasi ilmu pengetahuan dan teknologi yang memperhatikan dan menerapkan nilai humaniora yang sesuai dengan bidang keahliannya.					
	KU2	Mampu menunjukkan kinerja mandiri, bermutu dan terukur.					
	KU9	Mampu mendokumentasikan, menyimpan, mengamanakan, dan menemukan kembali data untuk menjamin kesahihan dan mencegah plagiasi.					
	KK4	Mampu merancang dan menjalankan penelitian dengan methodology yang benar khususnya terkait dengan pengembangan bidang kewirausahaan					
	CP Mata Kuliah	1	Mahasiswa mampu untuk memahami dan mengaplikasikan design thinking dalam proses validasi dan pengembangan produk				
		2	Mahasiswa dapat membuat produk atau gagasan berdasarkan kebutuhan manusia bukan sekedar asumsi				

<b>Deskripsi Singkat Mata Kuliah</b>	Mata kuliah ini membahas tentang konsep nilai waktu dari uang dan pemanfaatannya untuk mengevaluasi dan menganalisis atas alternatif di bidang rekayasa teknik dengan pertimbangan/kriteria ekonomi. Mata kuliah ini juga mengenalkan proses atau model pengambilan keputusan di bidang rekayasa. Pada mata kuliah ini dibahas tentang aliran kas; konsep nilai waktu dari uang; nilai ekivalensi sekarang; nilai tahunan; <i>internal rate of return</i> ; <i>payback period</i> ; indeks profitabilitas; <i>net present value</i> ; analisis <i>benefit cost ratio</i> ; analisis sensitivitas; depresiasi; inflasi dan deflasi; analisis pengganti; analisis pajak. Dibahas pula mengenai pengenalan ekonomi syariah.
<b>Materi Pembelajaran/ Pokok Bahasan</b>	<ol style="list-style-type: none"> <li>1. A Brief Introduction to Design Thinking [M1,M2]</li> <li>2. Inspirational Design Briefing [M1,M2]</li> <li>3. Personas : Powerful tool for designer[M1,M2]</li> <li>4. Customer Experience Mapping[M1,M2]</li> <li>5. Design Thinking to Bridge Research and Concept Design[M1,M2]</li> <li>6. Boo7. The Key Roles of Stories and Prototype in Design Thinking[M1,M2]</li> <li>8. Integrating Design into the Fuzzy Front End of the Innovation Process [M1,M2]</li> <li>9. The Role of Design in Early-Stage Ventures : How to Help Start-ups Understand and Apply Design Process to New Product Development. [M1,M2]</li> <li>10. Design Thinking for Non-Designer : A guide for Team Training and Implementation[M1,M2]</li> <li>11. Developing Design Thinking[M1,M2]</li> <li>12. Leading for a Corporate Culture of Design Thinking[M1,M2]</li> <li>13. Knowledge Management as Intelligence Amplification for Breakthrough Innovations[M1,M2]</li> <li>14. Strategically Embedding Design Thinking in the Firm[M1,M2]sting Creativity in Ideas Generation Using Design heuristics[M1,M2]</li> </ol>
<b>Pustaka</b>	<p><b>Utama :</b></p> <p><b>G. Referensi</b></p> <p>Luchs, Michael. Swan, Scott . Griffin Abbie (2016) . Design Thinking : new Product Development Essentials from the PDMA. Canada : John Wiley &amp; Sons, Inc</p> <p><b>Pendukung :</b></p> <ol style="list-style-type: none"> <li>1. Ling, Danier(2015). Complete Design Thinking Guide For Successful Professionals. Singapore : Emerge Creatives</li> <li>2. Ambrose, Gavin &amp; Harris, Paul(2010) . Basic Design Thinking. United Kingdom : AVA Publishing SA</li> <li>3. Mootee, Idris (2013). Design Thinking for Strategic Innovation. Canada : John &amp; Willey</li> </ol>

<b>Media Pembelajaran</b>	<b>Perangkat lunak :</b>	<b>Perangkat keras :</b> LCD & Projector							
<b>Team Teaching</b>									
<b>Assessment</b>									
<b>Matakuliah Syarat</b>									
1	A Brief Introduction to Design Thinking [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ The concept of design thinking</li> <li>▪ A framework of design thinking</li> <li>▪ Design Thinking as a nonlinear process</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"> <li>▪ The concept of design thinking</li> <li>▪ A framework of design thinking</li> <li>▪ Design Thinking as a nonlinear process</li> </ul>	5%			
		▪ The principles and the mindset of design thinking			<ul style="list-style-type: none"> <li>▪ The principles and the mindset of design thinking</li> </ul>				

2	Inspirational Design Briefing [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ Nine criteria of an inspirational design brief</li> <li>▪ Writing the inspirational design brief</li> <li>▪ Research finding about inspirational design briefs</li> <li>▪ Three pitfalls to avoid</li> <li>▪ Key to success</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	▪ Nine criteria of an inspirational design brief <ul style="list-style-type: none"> <li>▪ Writing the inspirational design brief</li> <li>▪ Research finding about inspirational design briefs</li> <li>▪ Three pitfalls to avoid</li> <li>▪ Key to success</li> </ul>	
3	Personas : Powerful tool for designer [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ Defining personas</li> <li>▪ The importance of personas</li> <li>▪ Creating personas</li> <li>▪ Illustrative application of personas</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	▪ Defining personas <ul style="list-style-type: none"> <li>▪ The importance of personas</li> <li>▪ Creating personas</li> <li>▪ Illustrative application of personas</li> </ul>	5%
4	Customer Experience Mapping [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ Input to the experience map</li> <li>▪ The experience mapping process</li> <li>▪ The experience map as springboard to innovative solution</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	▪ Input to the experience map <ul style="list-style-type: none"> <li>▪ The experience mapping process</li> <li>▪ The experience map as springboard to innovative solution</li> </ul>	5%
5	Design Thinking to Bridge Research and Concept Design [C2, A2, P1]	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ Challenges in Idea Generation</li> <li>▪ The need for systematic method to connect to the user</li> <li>▪ The visualize, empathise and ideate methode</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk non-test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	▪ Challenges in Idea Generation <ul style="list-style-type: none"> <li>▪ The need for systematic method to connect to the user</li> <li>▪ The visualize, empathise and ideate methode</li> </ul>	10%

		<ul style="list-style-type: none"> <li>▪ The importance of visualizing and Empathizing before Ideating</li> <li>▪ Applying the method</li> </ul>			<ul style="list-style-type: none"> <li>▪ The importance of visualizing and Empathizing before Ideating</li> <li>▪ Applying the method</li> </ul>	
6	Boosting Creativity in Ideas Generation Using Design heuristics [C2, A2, P1]	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> <li>▪ Where do new design ideas come from ?</li> <li>▪ A tool to assist with idea generation : design heuristics</li> <li>▪ How design heuristics were identified : the evidence base</li> <li>▪ 77 Design heuristics for ide generation</li> <li>▪ How to use design heuristics to generate design concepts</li> <li>▪ Evidence of the value of the design heuristics tools</li> </ul>	<p><b>Kriteria :</b> Ketepatan dan penguasaan</p> <p><b>Bentuk Non Test :</b> Tanya jawab</p>	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi [TM 2 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>▪ Where do new design ideas come from ?</li> <li>▪ A tool to assist with idea generation : design heuristics</li> <li>▪ How design heuristics were identified : the evidence base</li> <li>▪ 77 Design heuristics for ide generation</li> <li>▪ How to use design heuristics to generate design concepts</li> <li>▪ Evidence of the value of the design heuristics tools</li> </ul>	10%
7	The Key Roles of Stories and Prototype in Design Thinking [C2, A2, P1]	<p>Ketepatan dan penguasaan dalam memahami :</p> <ul style="list-style-type: none"> <li>▪ A design thinking product development framework</li> <li>▪ What is a story ?</li> <li>▪ What is a prototype ?</li> <li>▪ Putting it together – combining stories and prototypes</li> <li>▪ Employing stories and prototype in your process</li> </ul>	<p><b>Kriteria :</b> Ketepatan dan penguasaan</p> <p><b>Bentuk Non Test :</b> Tanya jawab</p>	<ul style="list-style-type: none"> <li>▪ Kuliah dan diskusi [TM 2 x 50"]</li> </ul>	<ul style="list-style-type: none"> <li>▪ A design thinking product development framework</li> <li>▪ What is a story ?</li> <li>▪ What is a prototype ?</li> <li>▪ Putting it together – combining stories and prototypes</li> <li>▪ Employing stories and prototype in your process</li> </ul>	5%

#### UJIAN TENGAH SEMESTER

9	Integrating Design into the Fuzzy Front End of the Innovation Process [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> <li>▪ Challenges in the Fuzzy front end</li> <li>▪ Design practice and tool for assisting in problem definition</li> <li>▪ Design practices and tools for assisting in information management</li> <li>▪ How to integrate design profesional in fuzzy front end</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"> <li>▪ Challenges in the Fuzzy front end</li> <li>▪ Design practice and tool for assisting in problem definition</li> <li>▪ Design practices and tools for assisting in information management</li> <li>▪ How to integrate design profesional in fuzzy front end</li> </ul>	5%
10	The Role of Design in Early-Stage Ventures : How to Help Start-ups Understand and Apply Design Process to New Product Development [C2, A2, P1]	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> <li>▪ An emerging start-up culture</li> <li>▪ The basics</li> <li>▪ The process</li> <li>▪ Troubleshooting common mistakes</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"> <li>▪ An emerging start-up culture</li> <li>▪ The basics</li> <li>▪ The process</li> <li>▪ Troubleshooting common mistakes</li> </ul>	15%
11	Design Thinking for Non-Designer : A guide for Team Training and Implementation [C2, A2, P1]	Ketepatan dan penguasaan dalam memahami : <ul style="list-style-type: none"> <li>▪ What do non-designer neet to learn ?</li> <li>▪ Challenges team face with design thinking</li> <li>▪ Three team strategis for success</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"> <li>▪ What do non-designer neet to learn ?</li> <li>▪ Challenges team face with design thinking</li> <li>▪ Three team strategis for success</li> </ul>	5%
12	Developing Design Thinking [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"> <li>▪ Review design thinking pada suatu product</li> </ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	Review design thinking pada suatu product	5%

13	Leading for a Corporate Culture of Design Thinking [C2, A2, P1]	Ketepatan dan penguasaan dalam pemahaman : <ul style="list-style-type: none"><li>▪ The critical impact of corporate culture on design thinking</li><li>▪ What is corporate culture?</li><li>▪ Corporate force that undermine design thinking</li><li>▪ Four pillars of innovation for enabling design thinking</li><li>▪ Four stage of transforming to a culture of design thinking</li></ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"><li>▪ The critical impact of corporate culture on design thinking</li><li>▪ What is corporate culture?</li><li>▪ Corporate force that undermine design thinking</li><li>▪ Four pillars of innovation for enabling design thinking</li><li>▪ Four stage of transforming to a culture of design thinking</li></ul>	10%
14	Knowledge Management as Intelligence Amplification for Breakthrough Innovations [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"><li>▪ Designing amidst uncertainty</li><li>▪ Knowledge management task for breakthrough innovation : from intelligence leveraging to intelligence amplification</li><li>▪ Knowledge management selected tools for breakthrough innovation</li><li>▪ Organizational implication</li></ul>	<b>Kriteria :</b> Ketepatan dan penguasaan <b>Bentuk Non Test :</b> Tanya jawab	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"><li>▪ Designing amidst uncertainty</li><li>▪ Knowledge management task for breakthrough innovation : from intelligence leveraging to intelligence amplification</li><li>▪ Knowledge management selected tools for breakthrough innovation</li><li>▪ Organizational implication</li></ul>	10%
15	Strategically Embedding Design Thinking in the Firm [C2, A2, P1]	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"><li>▪ Role of key personal</li><li>▪ Organizational practices</li></ul>	<b>Kriteria :</b> Ketepatan dan penguasaan	▪ Kuliah dan diskusi [TM 2 x 50"]	<ul style="list-style-type: none"><li>▪ Role of key personal</li><li>▪ Organizational practices</li><li>▪ Organizational climate and culture</li></ul>	5%

	<ul style="list-style-type: none"> <li>▪ Organizational clemate and culture</li> <li>▪ Embeding design thinking</li> </ul>	<b>Bentuk Non Test :</b> Tanya jawab		Embeding design thinking	
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### **UJIAN AKHIR SEMESTER**

Catatan :

- 1) TM : Tatap muka , BT : Belajar Terstruktur , BM : Belajar Mandiri
- 2) [TM 2x50"] dibaca : 2 sks x 50 menit = 150 menit
- 3) [BT+BM: (1x50")]dibaca : belajar terstuktut dan mandiri 1x 50 menit

