

Faculty of Higher Education

Subject Code	MAN901
Subject Name	Design Thinking for the Experience Economy
Credit points	6
Study Level	Year 2 (AQF9)
Delivery mode	Blended
Location	Melbourne
Prerequisites	N/A

Subject Coordinator
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Subject Overview	<p>Changing consumer behaviours require today's leaders to produce consumer insights and build on the knowledge to design, develop and re-design customer/ guest services and experiences. This subject will enable students to develop qualitative research skills and knowledge, which will be applied to a real hospitality business context to design and develop value-adding services and experiences. The subject is designed to develop competencies in utilising the design thinking principles and qualitative research methods to develop effective user experiences, contributing to strategic business and marketing goals. Students will critically reflect on the research insights and other activities underpinned by the design thinking methodology to strengthen their creative and critical problem-solving skills and capability.</p>
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Learning Outcomes	Select suitable qualitative research methods to generate consumer insights
	Generate research insights to develop service/ experience prototypes
	Design hospitality solutions that meet strategic business and marketing goals
	Reflect critically on the design process, qualitative research and application to the international hospitality industry

Assessments	Details	Weighting
	Qualitative research interview and presentation	40%
	Design brief and prototype presentation	30%
	Service and experience design and reflection	30%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive analysis and synthesise
	Scholarly skills
	Teamwork skills