UNIVERSITAS ALMA ATA
FAKULTAS EKONOMI DAN BISNIS
PROGRAM STUDI MANAJEMEN
Alamat: Jl. Brawijaya 99, Yogyakarta 55183

SILABUS PENGANTAR MANAJEMEN

Program Studi	**: Manajemem**	**Nama Dosen**	**: Elisa Jayanti Lestari, S.E., M.M.**
Mata Kuliah	**: Design Thinking**	**Email**	**: elisajayantilestari@almaata.ac.id**
SKS	**: 3 (tiga)**		
Semester	**: 4 (dua)**		

Pertemuan	Topik	Subtopik / Aktivitas
1	**Pengantar Design Thinking**	- Sejarah, prinsip dasar - Penerapan di berbagai industri
2	**Mindset Design Thinker**	- Empati, kolaborasi, iterasi - Fixed vs. Growth Mindset
3	**Tahap 1: Empathize (I)**	- Observasi pengguna - Tools: Empathy Map, Interview Guide
4	**Tahap 1: Empathize (II)**	- Wawancara dan pengumpulan data
5	**Tahap 2: Define (I)**	- Sintesis data - Pembuatan *Point of View (POV)*
6	**Tahap 2: Define (II)**	- *How Might We (HMW)* Questions - Framing masalah
7	**Tahap 3: Ideate (I)**	- Brainstorming, SCAMPER, Mind Mapping
UTS		
8	**Tahap 3: Ideate (II)**	- Seleksi ide dengan matriks prioritas - Storyboarding
9	**Tahap 4: Prototype (I)**	- Apa itu prototyping - Low vs. High fidelity
10	**Tahap 4: Prototype (II)**	- Prototyping hands-on (kertas, digital, mock-up)
11	**Tahap 5: Test (I)**	- Teknik testing - Umpan balik pengguna

		- Iterasi berdasarkan feedback
12	**Tahap 5: Test (II)**	- Revisi prototipe
13	**Presentasi Proyek Akhir**	- Presentasi tim: proses DT, solusi, hasil uji coba
14	**Refleksi & Evaluasi**	- Refleksi proses belajar - Evaluasi dan umpan balik
UAS		

Komponen Penilaian:

1. Keaktifan / Partisipasi 20%
2. Tugas dan Kuis 20%
3. UTS 30%
4. UAS 30%

Referensi:

1. Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harvard Business Press.
2. Norman, D. A. (2013). *The design of everyday things* (Revised and expanded ed.). Basic Books.
3. Knapp, J., Zeratsky, J., & Kowitz, B. (2016). *Sprint: How to solve big problems and test new ideas in just five days*. Simon & Schuster.
4. Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Crown Business.