

Module name	Innovative method of product development – Design Sprint
Studies cycle	full-time Bachelor
Semester	Summer
ECTS	3
ECTS points hour equivalents	<p>Contact hours (work with an academic teacher) - 30</p> <p>Total number of hours with an academic teacher - 30</p> <p>Number of ECTS points with an academic teacher - 2</p> <p>Non-contact hours (students' own work) - 10</p> <p>Total number of non-contact hours - 10</p> <p>Number of ECTS points for non-contact hours - 1</p> <p>Total number of ECTS points for the module - 3</p>
Website	www.umcs.pl/en/
Language of instruction	English
Short description	<p>This module is focusing on one of the most common method of product and service development – design sprint. This method was created by Google Ventures and is used worldwide by the greatest corporations like Google or Facebook. During the classes, we will work on a real business case and come up with a solution that will be next implemented in a real life. During our workshops, we will have 5 meetings each for 4 hours and step by step get through the Design Sprint tasks. In the end, the project created during the classes will be evaluated and will serve as a basis for the final grade.</p>
Full description	<p>The lecture covers the following issues:</p> <ol style="list-style-type: none"> 1. Defining the development directions 2. How to define the customer group 3. Discovering customers needs 4. How to solve a problem – methods for generating problem solutions 5. Market research – verifying assumptions
Reading list	<ol style="list-style-type: none"> 1. Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster. 2. Brown, T., & Wyatt, J. (2010). Design thinking for social innovation. Development Outreach, 12(1), 29-43. 3. Kahneman, D. (2011). Thinking, fast and slow. Macmillan. 4. Klein, G. (2007). Performing a project premortem. Harvard Business Review, 85(9), 18-19.
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Knowledge on the product development methods 2. Knowledge on market research techniques <p>SKILLS</p> <ol style="list-style-type: none"> 1. Practical application of behavioral mechanisms in economics, finance and business. 2. Verifying the market potential for new products. <p>ATTITUDES</p>

	<ol style="list-style-type: none"> 1. Ready to active participation in groups, organizations and institutions that provide economic activities. 2. Ability to design innovative solutions for business
Assessment methods and criteria	50% - Lecture participation and activity; 50% - Quality of designed project.
Teaching methods	lecture, case study, discussion
Educational outcomes verification methods	Assessment of activity during contact hours Assessment of designed project
Prerequisites	Basic knowledge of economics and finance.
Comments	
Type of classes	Lecture
Academic teacher	mgr Rafał Muda
Number of hours	30
Reading list	<ol style="list-style-type: none"> 1. Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster. 2. Brown, T., & Wyatt, J. (2010). Design thinking for social innovation. Development Outreach, 12(1), 29-43. 3. Kahneman, D. (2011). Thinking, fast and slow. Macmillan. 4. Klein, G. (2007). Performing a project premortem. Harvard Business Review, 85(9), 18-19.
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. S1A_W06 2. S1A_W11 <p>SKILLS</p> <ol style="list-style-type: none"> 1. S1A_U03 2. S1A_U04 <p>ATTITUDES</p> <ol style="list-style-type: none"> 3. S1A_K02 4. S1A_K07
Assessment methods	50% - Lecture participation and activity; 50% - Quality of designed experiment and data analyses.
A list of topics	<ol style="list-style-type: none"> 1. Product development 2. Business decision making 3. Market research 4. Economic psychology 5. Customers needs
Teaching methods	lecture, case study, discussion
Type of classes	

Academic teacher	XXXXXXX
Number of hours	
Reading list	
Educational outcomes	KNOWLEDGE SKILLS ATTITUDES
Assessment methods	
A list of topics	
Teaching methods	
Type of classes	
Academic teacher	
Number of hours	
Reading list	
Educational outcomes	
Assessment methods	
A list of topics	
Teaching methods	