

Basic information about the subject (independent of the cycle)

<b>Module name</b>	<b>Innovative method of product development – Design Sprint</b>
Erasmus code	
ISCED code	
Language of instruction	English
Website	<a href="http://www.umcs.pl/en/">www.umcs.pl/en/</a>
Prerequisites	None
ECTS points hour equivalents	<b>Contact hours (work with an academic teacher) - 30</b>  <b>Total number of hours with an academic teacher - 30</b>  <b>Number of ECTS points with an academic teacher - 6</b>  <b>Total number of ECTS points for the module - 6</b>
Educational outcomes verification methods	Assessment of activity during contact hours Assessment of designed project
Description	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.
Reading list	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	<b>KNOWLEDGE</b>  1. Knowledge on the product development methods 2. Knowledge on market research techniques  <b>SKILLS</b>  1. Practical application of behavioral mechanisms in economics, finance and business. 2. Verifying the market potential for new products.  <b>ATTITUDES</b>

	<ol style="list-style-type: none"> <li>1. Ready to active participation in groups, organizations and institutions that provide economic activities.</li> <li>2. Ability to design innovative solutions for business</li> </ol>
Practice	

#### Information about classes in the cycle

Website	<a href="http://www.umcs.pl/en/">www.umcs.pl/en/</a>
Educational outcomes verification methods	Assessment of activity during contact hours Assessment of designed project
Comments	None
Reading list	<ol style="list-style-type: none"> <li>1. Knapp, J., Zeratsky, J., &amp; Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster.</li> <li>2. Brown, T., &amp; Wyatt, J. (2010). Design thinking for social innovation. Development Outreach, 12(1), 29-43.</li> <li>3. Kahneman, D. (2011). Thinking, fast and slow. Macmillan.</li> <li>4. Klein, G. (2007). Performing a project premortem. Harvard Business Review, 85(9), 18-19.</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <p><b>SKILLS</b></p> <p><b>ATTITUDES</b></p> <p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. Knowledge on the product development methods</li> <li>2. Knowledge on market research techniques</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Practical application of behavioral mechanisms in economics, finance and business.</li> <li>2. Verifying the market potential for new products.</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. Ready to active participation in groups, organizations and institutions that provide economic activities.</li> <li>2. Ability to design innovative solutions for business</li> </ol>
A list of topics	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Business decision making</li> <li>3. Market research</li> <li>4. Economic psychology</li> <li>5. Customers needs</li> </ol>
Teaching methods	lecture, case study, discussion
Assessment methods	50% - Lecture participation and activity;

	50% - Quality of designed project.
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