

Subject card

Subject name and code	Design Thinking in Business, PG_00177898						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		3.0		52.0	100
Subject objectives	The aim of the course is to develop in students the practical competencies needed to apply design thinking methodology in creating innovative products, services, and business solutions. Special emphasis is placed on understanding user needs and creatively solving problems. Students will learn the full design process - from problem identification, through idea generation and prototyping, to testing and aligning the solution with a business model. The course also cultivates teamwork skills, creativity, critical thinking, and the ability to present and implement solutions in both organizational and market contexts.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student identifies the principles of applying the design thinking methodology as a tool for identifying and solving problems in organizations of various profiles and structures, taking into account their relationships with the environment and the needs of stakeholders.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student can select and apply appropriate design thinking methods and tools (e.g., empathy map, the 5 Ws, customer journey map) to support analysis, idea generation, and design decision-making processes within an organization.	[SU2] presentation/project/paper/report
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student is able to identify user and stakeholder problems in the context of an organization's operations and apply design thinking tools to develop innovative and practical solutions.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	1. Introduction to design thinking (assumptions, process stages) 2. Researching and understanding user needs (interviews, observation, empathy map) 3. Analysis and problem definition (persona, 5W technique, problem statement) 4. Mapping user experiences (Customer Journey Map) 5. Ideation (brainstorming, creative techniques) 6. Creating moodboards and visual concepts 7. Prototyping solutions (formats, tools, practice) 8. Testing and iteration (feedback, solution refinement) 9. Designing business models (Business Model Canvas) 10. Team project work (workshops, solution presentation)		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project work with the final presentation	51.0%	40.0%
	written test	51.0%	60.0%
Recommended reading	Basic literature	1. K. Wojciechowska, Customer Experience Management, OnePress, Gliwice 2023 2. B. Michalska-Dominiak, P. Grocholiński, Poradnik design thinking, czyli jak wykorzystać myślenie projektowe w biznesie, OnePress, Gliwice 2022 3. M. Chłódnicki i inni, Service design po polsku. Jak przyciągnąć, zadowolić i zatrzymać klientów, PWN, Warszawa 2020 4. A. Urbański, L. Dziewa, Tworzenie doświadczeń klientów, OnePress, Gliwice 2023	
	Supplementary literature	1. J. Lamri, Kompetencje XXI wieku, Wolters Kulwer, Warszawa 2020 Materials prepared by the lecturers.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	1. Prepare an empathy map and a customer journey. 2. Explain the assumptions of design thinking.	
Work placement	Not applicable		

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