

Subject card

Subject name and code	Design Thinking in Business, PG_00179729						
Field of study	Finance and Accounting, Informatics and Econometrics, Management, Management of Healthcare Institutions, Sport Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Optional subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish Polish language	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wojciech Machel				
	Teachers		dr Wojciech Machel				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		10.0		25.0	50
Subject objectives	The aim of the problem-based lecture "Design Thinking in Business" is to present a method for stimulating creativity and innovation when creating new products or services as well as solving current and upcoming business problems. The structure of the classes enables students to become familiar with theoretical concepts and work in teams.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_W01] The student has advanced knowledge of finance and accounting, their place in the system of social sciences and their relationship to other social sciences.	During project implementation, solves problems related to improvements and innovations in the selected organization or sector.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	During project implementation, solves problems related to improvements and innovations in the selected organization or sector.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[liEL3_W01] The student has advanced knowledge of the place of social sciences in the system of sciences, their nature, methodology and connections with other sciences.	During project implementation, solves problems related to improvements and innovations in the selected organization or sector.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.	During project implementation, he solves problems related to the healthcare management sector. He utilizes existing and acquired sectoral knowledge.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ZARZL3_W01] The student has advanced knowledge in the social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their interrelationships with other social sciences.	During project implementation, solves problems related to improvements and innovations in the selected organization or sector.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	1) The essence of the "Design Thinking" concept 2) Stages of "Design Thinking" 3) Tools used in design thinking 4) Innovation and creativity in business 5) Customer value analysis - operational, tactical, and strategic approaches		
Prerequisites and co-requisites	basics of management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Preparation and presentation of the project. PPT or Canva format. Presentation time: 10-15 minutes	51.0%	100.0%

Recommended reading	Basic literature	1) Brown T.: Change by design, Harper Collins Publishers 2009 2) Brown T.: Design Thinking, Harvard Business Review, Vol. 86 Issue 6, June 2008 3) Lockwood T.: Design Thinking: Integrating Innovation, Customer Experience, and Brand Value, Allworth Press, New York 2009 4) De Bono E. Sześć myślowych kapeluszy, Helion, Gliwice 2007, 5) De Bono E. Myślenie lateralne: idee na przekór schematom, Helion, Gliwice 2007, 6) Osterwalder A., Yves Pigneur Y., Gregory Bernarda G., Alan Smith A., Value Proposition Design: How to Create Products and Services Customers Want, 2014, Wiley 7) https://s3.tenten.co/share/Value-Proposition-Design-Book.pdf 8) Osterwalder, Y. Pigneur, Business Model Generation, Wiley, Hoboken, New Jersey 2010 9) R. Casadesus-Masanell, J. E. Ricard, How to Design a Winning Business Model?, Harvard Business Review 2011, January-February.
	Supplementary literature	1) De Bono E. Sześć myślowych kapeluszy, Helion, Gliwice 2007 2) https://link.springer.com/content/pdf/10.1007/978-981-10-0983-9_18.pdf
	eResources addresses	
Example issues/ example questions/ tasks being completed	1) Opisz, przeanalizuj i zaproponuj rozwiązanie problemu wybranej organizacji z wykorzystaniem koncepcji Design Thinking" 2) Przeanalizuj produkty/ usługi wybranego przedsiębiorstwa. Korzystając z koncepcji "Design Thinking" przedstaw propozycje wartości wybranych produktów w okresie najbliższych 3 lat. 3) Zdefiniuj obecną propozycję wartości dla klienta. Korzystając z koncepcji "Design Thinking" przedstaw propozycje wartości wybranego przedsiębiorstwa w okresie 3 lat.	
Work placement	Not applicable	

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