

**Subject card**

<b>Subject name and code</b>	Design Thinking in Product Creation, PG_00205144						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	20.0	0.0	35
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	35		0.0		40.0	75
<b>Subject objectives</b>	Introducing course participants to the practical application of the Design Thinking method in the process of creating a product or service.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>			<b>Method of verification</b>	
	[MSGMU2_W10] has a systematized knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature		The student possesses knowledge of selected aspects of conducting business activities related to products and services. If he has any doubts, he discusses them during consultations			[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report	
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects		The student applies creative thinking in problem-solving.			[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work	

Subject contents	<p><b>Theoretical Introduction to the Design Thinking Concept</b> This includes practical examples of applying the creative problem-solving method, a discussion of the individual stages of the method, and the benefits of its application.</p> <p><b>Project Implementation in Accordance with the Design Thinking Concept</b>, covering all stages:</p> <ol style="list-style-type: none"> <li>1. <b>Empathy</b> During the empathy stage, students conduct interviews with a persona to thoroughly understand their needs, motivations, and consumer behaviors.</li> <li>2. <b>Problem Definition</b> Based on the information gathered during the interviews, students define the persona's problem, which is then transformed into a challenge.</li> <li>3. <b>Ideation</b> The ideation stage focuses on finding a solution (product) for the previously defined problem or challenge. Students use brainstorming techniques to generate ideas.</li> <li>4. <b>Prototyping</b> During the prototyping stage, students create a prototype of the selected solution (product) for the persona using materials provided by the instructor. The prototype may take various forms, such as 3D models, diagrams, or role-playing scenarios.</li> <li>5. <b>Testing</b> Students present their prototypes to the persona or the instructor. They receive feedback on the designed solution (product).</li> </ol> <p>If you need further refinements or additions to this text, let me know!</p>								
Prerequisites and co-requisites									
Assessment methods and criteria	<table border="1" data-bbox="450 1090 1489 1149"> <thead> <tr> <th data-bbox="450 1090 794 1122">Subject passing criteria</th> <th data-bbox="794 1090 1139 1122">Passing threshold</th> <th data-bbox="1139 1090 1489 1122">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1122 794 1149">project</td> <td data-bbox="794 1122 1139 1149">51.0%</td> <td data-bbox="1139 1122 1489 1149">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	project	51.0%	100.0%
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Recommended reading	Basic literature	Poradnik design thinking - czyli jak wykorzystać myślenie projektowe w biznesie, B. Michalska-Dominiak, P. Grocholiński, Onepress, 2019. 1. J. Bednarz, E. Gostomski, Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009.							
	Supplementary literature	Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek-Łopacińska, PWN, 2011.							
	eResources addresses								
Example issues/ example questions/ tasks being completed									
Work placement	Not applicable								

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