

Subject card

Subject name and code	Design Thinking in Business, PG_00167149						
Field of study	Finance and Accounting, Information Science and Econometrics, Management, , Sport Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	undergraduate 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 none		
Semester of study	4	ECTS credits			1.0		
Learning profile	academic	Assessment form					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wojciech Machel				
	Teachers						
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		0.0		0.0	15
Subject objectives	<p>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.</p> <p>The structure of the classes enables students to become familiar with theoretical concepts and work in teams.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	During discussions and project implementation, is able to apply acquired knowledge in the area of management.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FiRL3_U07] The student analyses the proposed solutions to problems in the disciplines of management and quality sciences and economics and finance, especially in the field of finance and accounting, and is able to present their advantages and disadvantages and propose appropriate solutions in this regard.	During classes I have the opportunity to discuss. During the project I have the opportunity to present the subject areas of knowledge.	[SU1] oral statement/conversation/discussion
	[ZSSML3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	During the project, solves problems related to the healthcare management sector, notices knowledge gaps and gains awareness of continuous learning.	[SK1] oral statement/conversation/discussion
	[ZISZL3_W01] Student has basic knowledge in the discipline of management and quality science and understands its relationship with other social sciences.	During the project implementation, it solves problems related to the healthcare management sector.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FiRL3_W03] The student knows the management systems of organizations, their functional areas and the main types of organizational structures.	During the classes I have the opportunity to discuss. During the project I have the opportunity to present the subject areas of knowledge	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZL3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	Actively participates in team work. Learns to work in a team.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FiRL3_K02] Cooperation: - can harmoniously interact and work in a group, taking on different roles in it - is able to agree with the group on goals and division of tasks - is open-minded and respects the differences of other team members.	Implementing the project teaches teamwork and cooperation.	[SK1] oral statement/conversation/discussion [SK2] 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 teamwork, diagnosis and problem solving, he deepens his knowledge on the fringes of management.	[SW1] oral statement/conversation/discussion
	[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 teamwork, diagnosis and problem solving, he deepens his knowledge on the fringes of management.	[SW1] oral statement/conversation/discussion
	[ZSSML3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	During the project implementation, he solves problems related to the management sector of sports institutions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZISZL3_U05] He/she can correctly select and apply methods and tools used in, inter alia, in management and quality sciences, economics, and sociological sciences, adequate to the problem and specificity of managing medical entities.	During the project implementation, he solves problems related to the healthcare management sector.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

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Subject contents	<p>1) The essence of the "Design Thinking" concept 2) "Design Thinking" stages 3) Tools used in design thinking 4) Innovation, creativity in business 5) Customer value analysis - operational, tactical and strategic approach</p>									
Prerequisites and co-requisites	fundamentals of management									
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Example issues/ example questions/ tasks being completed	<p>1) Describe, analyze and propose a solution to the problem of the selected organization using the concept of "Design Thinking" 2) Analyze the products/services of the selected company. Using the concept of "Design Thinking", present value propositions for the selected products over the next 3 years. 3) Define the current value proposition for the customer. Using the concept of "Design Thinking", present value propositions for the selected company over the next 3 years.</p>									
Work placement	Not applicable									

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