University of Gdańsk

Subject card

Subject name and code	Design Thinking in Product Creation, PG_00205144		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	2	Language of instruction	Polish
Semester of study	3	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Aleksandra Aziewicz	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	20.0	0.0	35

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	35	0.0	40.0	75

Subject objectives

Introducing course participants to the practical application of the Design Thinking method in the process of creating a product or service.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 uses creative thinking in designing service products and consults his/her assumptions and progress with the teacher during consultations and design blocks.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[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

<table>
<tr><td>Subject contents</td><td>

Theoretical Introduction to the Design Thinking Concept
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.

Project Implementation in Accordance with the Design Thinking Concept, covering all stages:

1. **Empathy**
During the empathy stage, students conduct interviews with a persona to thoroughly understand their needs, motivations, and consumer behaviors.

2. **Problem Definition**
Based on the information gathered during the interviews, students define the persona's problem, which is then transformed into a challenge.

3. **Ideation**
The ideation stage focuses on finding a solution (product) for the previously defined problem or challenge. Students use brainstorming techniques to generate ideas.

4. **Prototyping**
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.

5. **Testing**
Students present their prototypes to the persona or the instructor. They receive feedback on the designed solution (product).

</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>project</td><td>51.0%</td><td>100.0%</td></tr>
</table>
</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>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.</td></tr>
<tr><td>Supplementary literature</td><td>Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek-Łopacińska, PWN, 2011.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table>
</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>Overview of the Design Thinking process
Conducting an interview
Creating a persona
Defining the problem, need
Brainstorming
Prototyping
Testing</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.