



### COURSE SPECIFICATION

Course code	full-time studies	<b>Z-ZB-E-512b</b>
	part-time studies	-
Course title in English	<b>Design thinking</b>	
Course title in Polish	<b>Design thinking</b>	
Valid from academic year	<b>2025/2026</b>	

### PLACEMENT IN THE TEACHING PROGRAM

Programme of study	<b>BUSINESS MANAGMENT</b>
Level of education	<b>1<sup>st</sup> degree</b>
Studies profile	<b>academic</b>
Form and mode of study	<b>full-time programme</b>
Scope	<b>e-commerce</b>
Academic unit responsible for the course	<b>Department of Management and Organization</b>
Course coordinator	<b>dr Joanna Rudawska</b>
Approved by	<b>dr hab. inż. Dariusz Bojczuk, prof. uczelni</b>

### GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		<b>Specialist subject</b>
Course status		<b>Obligatory</b>
Language of instruction		<b>English</b>
Semester of delivery	full-time studies	<b>Semester V</b>
	part-time-studies	-
Prerequisites		<b>NO</b>
Exam (YES/NO)		<b>NO</b>
ECTS		<b>1</b>

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time			<b>15</b>		
	part-time					



### LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the social, economic, environmental, cultural changes taking place and their impact on particular aspects of the organisation's activities and customer behaviour/choices.	ZB1_W01 ZB1_W05
	W02	The student knows the key definitions and issues related to the design thinking process and how to use them in practice.	ZB1_W07 ZB1_W10
	W03	The student is familiar with the various stages of the thinking design methodology, knows when it can be applied and the benefits of it in e-commerce.	ZB1_W07 ZB1_W10
Skills	U01	The student is able to apply the individual elements of the design thinking methodology to design products/services relating to customer needs.	ZB1_U01
	U02	The student is able to describe the process of design thinking and the workshop conducted with this method, its most important principles together with the effects of its application.	ZB1_U01
	U03	The student is able to select particular tools and techniques for a selected product/service design problem relating to customer needs.	ZB1_U01
Social competences	K01	The student understands how designing products/services from a customer perspective builds an organisation's competitive advantage in the marketplace.	ZB1_K03
	K02	The student is aware of the impact of creative problem-solving methodologies in relation to building an organisation's strategy in a turbulent environment.	ZB1_K01 ZB1_K04
	K03	The student is able to cooperate and communicate in a project team, takes responsibility for the tasks taken on.	ZB1_K03 ZB1_K04

### COURSE CONTENT

Method of conducting classes	Course content
laboratory	Social, economic, environmental and cultural trends - their impact on organisational management. The experimentation method, iterations and organisational change readiness. Introduction to the design thinking methodology - when is it worthwhile and when is it not? A model for organising work in design thinking teams, structure and necessary skills and competencies. The basic stages of the design thinking process and their components. Empathy as a key element of the process, tools at the discovery stage. Challenge or specific problem? Methods for defining the problem. Idea generation, principles of the creative session, tools. Prototyping solutions, minimum product version. Testing solutions, customer contact. Product/service implementation planning, economic evaluation. Design thinking, lean management and Agile methodologies, intersection of methods. Summary of the benefits of using design thinking in modern organisational management.



### METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01				X		
W02				X		
W03				X		
U01				X		
U02				X		
U03				X		
K01				X		
K02				X		
K03				X		

### FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
laboratory	Credit with grade	Execution of the project using an example from practice (case) including documentation of all stages of the de-sign thinking process.

### STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
				15			
2.	Other (consultations, exams)			2			h
3.	Total number of contact hours	17					h
4.	Number of ECTS credits for contact hours	0,7					ECTS
5.	Number of hours of independent student work	8					h
6.	Number of ECTS points that a student obtains through independent work	0,3					ECTS
7.	Workload related to practical classes	25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					ECTS
9.	Total number of hours of a student's work	25					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	1					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR



### READING LIST

1. Rowe, P. G. (1991). *Design thinking*. MIT press.
2. Plattner, H., Meinel, C., & Weinberg, U. (2009). *Design thinking* (p. 64f). Landsberg am Lech: Mi-Fachverlag.
3. Cross, N. (1992). *Research in design thinking* (pp. 3-10). Delft University Press.