

FACULTY OF MANAGEMENT

SUBJECT CARD

Name of subject in Polish: Warsztat kreatywnego myślenia**Name of subject in English:** Creative and design thinking workshop**Main field of study (if applicable):** Business Engineering**Specialization (if applicable):** Business Intelligence**Profile:** academic**Level and form of studies:** 2nd levels studies, full-time**Kind of subject:** obligatory**Subject code:** W08IZZ-SM8025G**Group of courses:** YES

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)				15	30
Number of hours of total student workload (CNPS)				25	50
Form of crediting					crediting with grade
For group of courses mark (X) final course					
Number of ECTS points				1	2
including number of ECTS points for practical classes (P)					2
including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU)				0,68	1,28

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

There are no mandatory pre-requisites to attend this course

SUBJECT OBJECTIVES

- C1 To expose students to the design process as a tool for innovation.
- C2 To make students understand design thinking and its five steps.
- C3 To acquire knowledge about the various tools, techniques and templates used in design thinking.
- C4 To apply the tools taught onto real life environment and situations
- C5 To provide an authentic opportunity for students to develop teamwork and leadership skills.
- C6 To achieve innovative results.

SUBJECT EDUCATIONAL EFFECTS**Relating to Knowledge:**

PEU_W01: Describes multidisciplinary approach to innovation as a powerful way to incorporate the perspectives of many kinds of people.

PEU_W02: Knows to approach innovation challenges from a human-centered perspective.

PEU_W03: Knows implementation of each step of design thinking process and ideation techniques, to achieve innovative results.

PEU_W04: Knows the Sustainable Development Goals and all targets.

Relating to skill:

PEU_U01: Able to define and re-define innovation challenges by asking the right questions, and not necessarily focusing on the right answers but applying lateral and divergent thinking.

PEU_U02: Able to apply design thinking in wide range of context, from personal to global.

PEU_U03: Able to investigate about design problems and opportunities.

PEU_U04: Able to visually and articulacy explain design and prototyping.

Relating to social competences:

PEU_K01: Is oriented to problem identification and creative problem solving.

PEU_K02: Can effectively collaborate with different people in fast-paced, dynamic, cross-disciplinary team settings.

PEU_K03: Gain a greater acceptance towards dealing with ambiguity and uncertainty in their professional and personal lives.

PEU_K04: Competence to approach many different problems and challenges with an open, creative, empathetic, and prototype-driven mind set.

PEU_K05: Increased confidence in creative abilities.

PROGRAMME CONTENT		
Seminar		No. of hours
Sem 1	Pre-course evaluation and Ice Breaker	2
Sem 2	Discussion on Creativity and Teamwork	2
Sem 3	Sustainable Development Goals and effects of our actions	2
Sem 4	Discussion on Design Thinking for Problem Solving & case studies	2
Sem 5		2
Sem 6	Creative Thinking, introduction of SCAMPER, explanation to use of trigger questions and trigger words for SCAMPER	2
Sem 7		2
Sem 8	Pitching Idea and Team Formation	2
Sem 9	Preparing criteria for formulation of problem statement and defining the problem statement	2
Sem 10	Empathize: Observe, record and find the users' need	2
Sem 11	Define: State you users' needs and problems	2
Sem 12	Ideate: use SCAMPER to develop ideas for solving users' problems and cater to their needs	2
Sem 13	Prototyping solution – Mock-ups, Storyboards, Iterations	2
Sem 14	Testing prototype – field feedback and 2 nd Iteration	2
Sem 15	Presentation of final solutions	2
	Total hours	30
Project		
Project		No. of hours
P1	First Iteration of the project, presentations, and discussion	8

P2	Final Iteration of the project and presentations, and discussions	7
	Total hours	15
	Overall total hours for the course	45

TEACHING TOOLS USED
N1 Lecture information N2 Multimedia presentation N3 Flipped classroom N4 Demonstrations N5 Collaboration and group discussion using MS Teams or Slack or similar software/web-platform N6 Documentation and debriefing N7 Group feedback

EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT		
Evaluation (F – forming during semester), P – concluding (at semester end)	Learning outcomes code	Way of evaluating learning outcomes achievement
F1	PEU_K02, PEU_K03, PEU_K04, PEU_K05	Group work during the semester
F2	PEU_U01, PEU_U02, PEU_U03, PEU_U04, PEU_K01	Team presentation
F3	PEU_W01, PEU_W02, PEU_W03, PEU_W04, PEU_K01	Individual course journal
$P = F1 * 20\% + F2 * 40\% + F3 * 40\%$ To pass the course a student is required to collect at least 50% in each F1, F2 and F3 respectively. (3.5 from 55%, 4.0 from 65%, 4.5 from 75%, 5.0 from 85%, 5.5 from 95%)		

PRIMARY AND SECONDARY LITERATURE
<p><u>PRIMARY LITERATURE:</u></p> <ol style="list-style-type: none"> 1. Plattner, H., Leifer, L., Meinel, C. (2011). Design Thinking – Understand, Improve, Apply, Springer, Berlin, Heidelberg. 2. Darbellay, F., Moody, Z., Lubart, T. (2017). Creativity, Design Thinking and Interdisciplinarity, Springer, Singapore. 3. Bernhard, S. (2016). Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas, New York: AMACOM. <p><u>SECONDARY LITERATURE:</u></p> <ol style="list-style-type: none"> 1. Luchs, M., Griffin, A., Swan, S. (2015). Design Thinking, Wiley-Blackwell. 2. Macanuso, J., Brown, S., Gray, D. (2010). Gamestorming, Sebastopol: O'Reilly Media, Incorporated. 3. Mootee, I. (2013). Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School, John Wiley & Sons. 4. Kelley, D. & Kelley, T. (2014). Creative Confidence: Unleashing the Creative Potential Within Us All, New York: William Collins. 5. Roth, B. (2015). The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life, Harper Business.

6. Roger, M. (2013). The Design of Business: Why Design Thinking is the Next Competitive Advantage, Boston: Harvard Business Review Press.
7. Follett, J. (2016). What is Design Thinking ?, O'Reilly [Online], <https://www.oreilly.com/ideas/what-is-design-thinking>, (Last Accessed – 25th April 2019).
8. VII) Levy, M. (2017) Design Thinking in Multidisciplinary Learning Teams: Insights from Multidisciplinary Teaching Events. In: Metzger, A., Persson, A. (eds) Advanced
9. Information Systems Engineering Workshops. CAiSE 2017. Lecture Notes in Business Information Processing, vol 286. Springer, Cham.

SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)

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