Course title:	Introduction to Design Thinking and Lean Startup
Course code:	
Type of course:	Workshop
Level of course:	not assigned
Degree programme:	Studium generale
Year of study:	./.
Semester:	./.
Workload:	In total 60 h, 30 h course attendance, 30 h self study
ECTS Credits:	2 CP
Name of the lecturer:	Prof. Dr. Ziad Mahayni
Course contents:	The students will be introduced to the core principles of lean startup and Design Thinking (DT), two of the most influencial and important methods in building innovative business models, products and startups. The course will cover the following topics: Introduction - The Lean Startup/DT mindset - Examples and case studies Methodology and core principles - Build-Measure-Learn Cycle - DT process: Explore - ideate - prototype - Minimal Viable Product (MVP) - User-centricity, customer journey The Startup/Innovation Pitch - How to pitch innovative ideas - Examples and exercises DT Workshop - Full-day DT workshop running through all core steps of DT - Building MVP - Testing, validation and refinement
Prerequisites according to examination regulations:	none
Recommended Prerequisite:	
Course objectives expressed in learning outcomes and competences:	After having successfully completed the course, the students should • be familiar with the core principles of Lean Startup and DT • be able to conduct a DT process on their own • have attained knowledge and practical experience in developing and pitching innovative ideas
Language of instruction:	English
Teaching methods:	Lecture, group work, exercises, workshop, presentations

Assessment methods:	☐ Written exam ☒ Written assignment ☐ Oral exam	☒ Presentation ☐ Project work ☐ Practical exercises	☐ ☐
Recommended reading:	- Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown 2017 - Jake Knapp, John Zeratsky, Braden Kowitz, Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster2016 - Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business 2019		