

Nazwa przedmiotu	Customer Development Strategies - how to build successful products						Kod ECTS	14.3.E.FZ.3709				
							Pkt.ECTS	2				
							Limit osób	20				
Jednostka prowadząca przedmiot	INNA	Nazwa kierunku	Ekonomia/MSG		Nazwa specjalności	BRAK;						
Nazwisko prowadzącego	dr Olga Dębicka, dr Tomasz Gutowski											
Forma zajęć/Liczba godzin												
Wykład	0	Ćwiczenia	0	Konwersatoria	20	Laboratoria komputerowe	0	Seminaria	0	Lektoraty	0	
Forma aktywności						Rok i rodzaj studiów:		3 NS1, 2 NS2, 3 NS2-3,				
Godziny z udziałem nauczyciela akademickiego (w tym konsultacje, egzaminy i inne):				220		Semestr:		5, 3, 5,				
Godziny bez udziału nauczyciela akademickiego (samodzielna praca studenta):				530		Status przedmiotu:		Fakultatywny				
Sumaryczna liczba godzin:				750		Język wykładowy:		polski				
Sposób realizacji zajęć	Zajęcia w sali dydaktycznej.											
Metody dydaktyczne	Aktywność w grupach, współpraca, Wykłady z prezentacjami multimedialnymi, Formy kształcenia na odległość (e-learning),											
Określenie przedmiotów wprowadzających wraz z wymogami wstępnymi												
Wymagania formalne	No formal requirements.											
Wymagania wstępne	There are no prerequisites for the Customer Development Strategies course. All students, regardless of their academic background or work experience, are welcome to enroll and learn about how to build successful products through customer-centric strategies.											
Sposób i forma zaliczenia oraz kryteria oceny												
Sposób zaliczenia	Egzamin											
Kryteria oceny	<p>The course will be completed on the basis of a portfolio prepared by the student during the course, including the results of group and individual work carried on in class.</p> <p>Students may receive a maximum of 30 points. The grading scale will be in accordance with the study regulations.</p>											
Cele przedmiotu												
<p>he aim of the Customer Development Strategies course is to teach students how to create successful products by focusing on customer needs and preferences. This includes learning how to identify target customer segments, conduct market research, and iterate product development based on customer feedback. The course also covers topics such as developing value propositions, creating customer personas, and designing effective customer acquisition strategies. By the end of the course, students should have a strong understanding of how to build products that meet customer needs and achieve market success.</p> <p>Customer Development Strategies course provides students with the skills, knowledge, and hands-on experience needed to build successful products that meet customer needs and achieve market success.</p>												
Efekty uczenia się												
Wiedza	E1_W10	Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology										
	MSG1_W07	Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology										
Weryfikacja efektów uczenia się - Wiedza												
Efekty	egzamin pisemny	egzamin ustny	kolokwium	esej/referat /portfolio	zadania / prace domowe	prezentacja indywidualna	prezentacja grupowa	aktywność na zajęciach	udział w dyskusji	projekt indywidualny	projekt grupowy	
E1_W10							X				X	
E2_W07							X				X	

Umiejętności	E1_U14	Students are prepared to build successful products by focusing on customer needs and preferences.
	E1_U06	Students are prepared to build successful products by focusing on customer needs and preferences.
Kompetencje	E1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.
	MSG1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.

**Weryfikacja efektów uczenia się - Kompetencje**

Efekty	egzamin pisemny	egzamin ustny	kolokwium	esej/referat /portfolio	zadania / prace domowe	prezentacja indywidualna	prezentacja grupowa	aktywność na zajęciach	udział w dyskusji	projekt indywidualny	projekt grupowy
E1_K04									X		X
MSG1_K04									X		X

**Treści programowe**

1. Introduction to customer development strategies: Overview of customer development and its importance in building successful products; Understanding customer behavior and preferences
2. Identifying target customer segments (Creating customer personas, Conducting market research to identify customer segments)
3. Creating effective value propositions (Understanding unique selling propositions, Creating compelling product messaging, Differentiating products from competitors)
4. Customer feedback and product iteration - Agile product development methodologies, Using customer feedback to drive product iteration, Developing a product roadmap
5. Customer acquisition and launch strategies (Creating effective customer acquisition strategies, Designing successful launch and promotion plans, Measuring product success and tracking key performance indicators)
6. Real-world product development projects
7. Customer Discovery: who do you interview and what do you ask?
8. How to use Khano model to discover customers needs.

**Wykaz literatury podstawowej i uzupełniającej**

Steve Blank, Bob Dorf, *The Staups Owner`s Manual. The step-by-step guide for building a great company*, Wiley, 2020

Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith, *Value Proposition Design: How to Create Products and Services Customers Want*", Wiley, 2014

Materials and links provided by lecturer.

Additional:

Geoffrey A. Moore, *Crossing the Chasm, Marketing and Selling Disruptive Products to Mainstream Customers*, Collins Business Essentials, 2014

Kontakt

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