Course Title	Credits
Design Thinking for Better Product Market Fit	2

Lecturer

Alona Stern

Contact details

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Semester

Spring

Short Description

Today's business world has embraced design thinking as a means to drive innovation and organic growth. Human-centered design thinking provides a powerful methodology to tackle complex challenges of all kinds, whether in the context of building a company, creating a product, or designing a service. The discipline is grounded in the real needs of users, generates multiple options for the future, and is hypothesis-driven.

Leveraging the key pillars of design thinking - empathy for users, multidisciplinary collaboration and a bias for action – students will learn how companies and product teams can accelerate their path to reaching product market fit, ensuring they are meeting a real market need and designed for success. The concepts will be taught through a combination of case studies and hands-on projects.

Final grade components

20% - In Class participation
40% - Course assignments
40% - Final Assignment (paper)

Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.
   If teaching will be on zoom, based on university instructions, students will be required to participate with Open Cameras.

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an

exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements

1. Using mobile devices in class is not allowed. Other devices can be used only for the purpose of the class learning process (i.e., notes or search for relevant information).
2. Taking photos, screen "snapshot", recording, copying the presentation or quoting class material is not allowed.
3. Videos and discussions are part of the class and the learning process.
4. Reading material is mandatory.