

Solving a fast impact-driven challenge using Sprint: How to develop products

UGRA_014927

Departments	Dept. of Operations, Innovation & Data Sciences
Teaching Languages	English
ECTS	5
Teacher responsible	Guerris Larruy Manuel - manuel.guerris@esade.edu

Course Goals

- Understanding how different project management approaches can help to develop products, services and business models
- Understanding the alignment of project management techniques with the nature of a product, service or business model
- Be able to define, implement and manage a project
- Raising the relevant costs and their magnitude related to the product, service or business design
- Designing a product or a service to address a specific social challenge related to Sustainable Development Goal #12 (Responsible Consumption and Production)
- Solving complex problems through designing, prototyping and testing ideas with users, within 5days using the Google Venture Design Sprint methodology

Previous knowledge

No previous knowledge needed

Prerequisites

No prerequisites for this course

Teaching methodology

- Presentations describing concepts and success cases.
- Business case discussions and simulations
- Other activities like group exercises to recap some of the concepts.

Description

Course contribution to program

Students will be introduced to the major and latest theories, concepts, techniques and tools used in companies for the management of projects from both academic and practical perspectives as well as from a top-down and a bottom-up approach. Moreover, they will study the different techniques, the definition and sizing of the set of actions to perform in a given schedule in different spatial locations, by means of limited resources and costs, as well as with the participation of professionals from different cultures and countries and the project management tools used to manage projects efficiently. Students will explore the contents provided by developing a challenge and practising different organizational roles during the challenge. This will provide them with practical knowledge about how to become a project manager and the challenges that they would face in that process. This practical approach and their reflection will be an important learning experience that will be helpful for other

projects that students will do in the later stages of the Bachelor as well as in their professional careers.

Short description

This is a comprehensive course designed to equip second-year students with essential project management skills using the Design Sprint methodology. With no prerequisites, the course covers project management basics, cost accounting, and hands-on project challenges. Students will learn to define, implement, and manage projects efficiently, addressing real-world problems and Sustainable Development Goals. Through interactive lectures, business case discussions, and practical projects, students will gain valuable experience in advanced project management and product development. Assessment is based on participation, individual exams, project challenges, and peer evaluations.

Bibliography

- Cuffaro D., Zaksenberg I., *he Industrial Design Reference & Specification Book: Everything Industrial Designers Need to Know Every Day*. Rockport Publishers (Book)
- Knapp J., Zeratsky J., *Sprint: the bestselling guide to solving business problems and testing new ideas the Silicon Valley way*. Transworld Digital (Book)
- Kevin R. Callahan, *Project Management Accounting: Budgeting, Tracking, and Reporting Costs and Profitability*, Wiley Corporate F&A Book 565. (Book)
- Meredith, J.R., Mantel, S.J., *Project Management: A Managerial Approach*, 8th edition, New York et al. (Book)
- Project Management Institute, *A Guide to the Project Management Body of Knowledge*, 7th edition, Newton Square, PA (Book)
- Selikoff S., *The COMPLETE BOOK of Product Design, Development, Manufacturing, and Sales: A guide for anyone looking to develop and sell products/inventions. The next step beyond FBA, e-commerce, or licensing. ?* Product Development Academy (Book)
- Verzuh E., *The Fast Forward MBA in Project Management*, John Wiley & Sons (Book)

Activities

In-class discussions and debates

Business Cases

Teamwork

Group Assignments

Quizzes/tests

Individual exam

Group presentations

Final group presentation

Content

#	Topic
1	Project Management Basics
2	Project costs and accounting
3	Design Sprint
4	Project Challenge

Assessment

Tool	Assessment tool	Category	Weight %
Quizzes/tests	Individual exam	Ordinary round	40.00%
Group project	Project challenge	Ordinary round	30.00%
Individual or team exercises	Assignments	Ordinary round	30.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
 BITLASI22 Year 2 (Mandatory)