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| **Department** | 10 Business Administration |
| **Course title** | **Lean Product Development** |
| **Course number** | 5.3.43/6.3.43 |
| **Hours per week (SWS)** | 4 |
| **Number of ECTS credits** | 5 |
| **Course objective** | The students will gain project-based skills for developing new products based on lean methodology and using five-day design sprint. Focus is on ideation and evaluation of product concept. Direct, hands-on experience in identifying target customer, conducting customer insight research, developing unique value proposition, and testing product concept. |

**Learning Results:**
- Apply lean product development concepts and methods
- Generate and test insights by conducting customer research
- Develop a lean product canvas
- Demonstrate effective participation in teams
- Apply effective written and oral communication skillsWritten assignments

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| **Recommended reading** | · Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster.<br>· Lewrick, M., Link, P., & Leifer, L. (2020). The design thinking toolbox: A guide to mastering the most popular and valuable innovation methods. John Wiley & Sons.<br>· Maurya, A. (2022). Running lean. O'Reilly Media, Inc.<br>· Olsen, D. (2015). The lean product playbook: How to innovate with minimum viable products and rapid customer feedback. John Wiley & Sons. |
| **Teaching methods** | · Lecture<br>· Written assignments<br>· Oral presentation<br>· Project- and group-based learning<br>· Self-reflection methods |
| **Language of instruction** | English |
| **Name of lecturer** | Stern, Neil |
| **Link** | https://nine.hm.edu/ModuleDescription/Semester?moduleId=ae0e06ce-d209-ee11-91fb-0050568f928d&semId=e9924288-9a07-e811-94bf-00155d6e6b0a |
| **Course content** | · Visual briefs (50%)<br>· Presentation (40%)<br>· Written reflection (10%) |