Syllabus

for course at advanced level

Design and Innovation in Context

Design och innovation

7.5 Higher Education Credits
7.5 ECTS credits

Course code:	FE6601
Valid from:	Autumn 2009
Date of approval:	2009-08-28
Department	Stockholm Business School
Subject	Business Administration

Decision

This syllabus was approved by the Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28.

Prerequisites and special admittance requirements course

120 credits. Swedish upper secondary school course English B, or the equivalent, or one of the following tests. Cambridge CPE och CAE: Pass. IELTS : 6.0 (with no part of the test below 5.0). TOEFL (paper based): 550 (with minimum grade 4 on the written test part). TOEFL (computer based): 213. TOEFL (internet based): 79.

Course structure

Examination code	Name	Higher Education Credits
6601	Design and Innovation in Context	7.5

Course content

The course consists of the following course module:
- Design and Innovation in Context 7,5 hp, provkod 6601

This course aims to acquaint students with the "design revolution" currently taking place in the market, seen in companies ranging from consumer electronics conglomerates to nimble start-ups. The course will provide an overview of design-driven businesses and deepen the students' understanding of what strategic, user-driven design is all about.

Furthermore, it will provide students with tools to merge brand strategy and marketing with design and product development. These tools are of crucial importance in the marketplace today and will become even more significant in the near future as the fusion of branding, design and innovation continues to cover wider parts of the economy.

Furthermore, the course will focus on the following areas:
- Design - beyond the buzzword: what is it and what is it not?
- The basics of design management and branding.
- The design-driven world - how did it come about?
- The merging of functions - branding, design, innovation, product development.
- How to work with brand-driven design strategically.

- How to evaluate a company's design- and branding effort.

Learning outcomes
After the course the student should be able to
- analyse and discuss the context of innovation and design
- understand and show knowledge about how design can create value for the firm as well as for society in general
- argue for and use basic models of strategic and user-driven design development in innovation processes
- communicate basics in strategic and user-driven design, brands and branding to as well industry professionals as laymen
- identify usages of design as a strategic tool in product development, market communication and company growth
- demonstrate knowledge of the development and management of designoriented firms.

Education
The course is delivered in the form of
- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction is English.

Forms of examination
a) Examination

The students grade will depend on three factors:
- Final group paper/project.
- Contribution in class/group activities.
- In class written/oral assignments (individual and/or group).

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

b) Grading criteria

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

c) Course Requirements

Successful completion of the course requires
- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)
- a minimum E grade in the final examination.

d) Other

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

Interim
In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

Limitations
The course can not be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc
The course is only offered within Stockholm School of Entrepreneurship (SSES).

Required reading

- Gladwell, Malcom: Blink - the power of thinking without thinking (Little Brown, 2005)
- Kelley, Tom: The Ten faces of Innovation: IDEOs Strategies for Defeating the devils
- Advocate and Driving Creativity Throughout Your Organisation (Currency, 2005)
- Ries, Laura and Ries, Al: The 22 Immutable Laws of Branding (Collins, 2002)
- Christensen, Clayton et al (2005) : " Marketing Malpractice: The Cause and the cure", Harvard Business Review. Reprint #R0512D
- Drucker, P. (2002). "The Discipline of Innovation". Harvard Business Review. Reprint#R0208F