



**Karolinska  
Institutet**

Course syllabus for

## **Design and innovation in context, 7.5 credits**

Design och innovation, 7.5 hp

This course has been cancelled, for further information see Transitional provisions in the last version of the syllabus.

Course code	2XX047
Course name	Design and innovation in context
Credits	7.5 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Excellent, Very good, Good, Satisfactory, Sufficient, Fail, Fail
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Styrelsen för utbildning
Decision date	2010-06-18
Revised by	Education committee LIME
Last revision	2020-10-20
Course syllabus valid from	Autumn 2010

### **Specific entry requirements**

No less than 120 credits.

### **Objectives**

Upon completion of the course, the students will be able to:

- Analyse and discuss innovation and design in context
- Understand and demonstrate knowledge of how design can create value for the company and for the society at large
- Argue for and use basic models for strategic and user-driven design development in innovation processes
- Communicate the basics of strategic and user-driven design, brands and branding to both professionals and laymen
- Identify the uses of design as a strategic tool in product development, market communication and business growth
- Demonstrate knowledge of the development and management of design-oriented companies.

### **Content**

The aim of the course is to familiarise the students with the "design revolution" that is currently underway in the market. The course will provide an overview of design-driven businesses and deepen students' understanding of strategic what user-driven design is about.

It will also provide students with tools to combine branding and marketing with design and product development. These tools are essential in the market today and will be even greater in the near future as the fusion of branding, design and innovation continues to cover large 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?
- Basics in design management and branding
- The design-driven world - how did we get here?
- The merger of functions - branding, design, innovation, product development
- Working with brand-driven design strategically
- To evaluate a company's design and branding

## Teaching methods

The course will mix lectures with debates, discussions and seminars with students as well as with market leaders in the field. Workshops and seminars are compulsory as well as some lectures. In case of absence contact the course administration for, possibly, a complementary assignment. Compulsory parts are given in the schedule.

## Examination

The students' grade will be based on three factors:

- Group project
- Active attendance and participation in class and in group activities
- Written and oral assignments at the lectures (individually and in groups)

A student who has failed in the regular examination, is entitled to participate in five more examinations. If the student has failed six examinations/tests, no more examination is offered/examination session. The number of times that the student has participated in one and the same examination is regarded as an examination session. Submission of a blank examination is regarded as an examination. An examination for which the student registered but not participated in, will not be regarded as an examination.

## Transitional provisions

The course has been cancelled.

## Other directives

Language of instruction is English.

The course is provided in the context for Stockholm School of Entrepreneurship (SSES). Responsible department: University College of Arts, Crafts and Design

## Literature and other teaching aids