



LK150N Communication Design for Innovators and Entrepreneurs 7.5 credits

Kommunikationsdesign för innovatörer och entreprenörer

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for LK150N valid from Spring 2010

Grading scale

P, F

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

- Completed upper secondary education including documented proficiency in Swedish corresponding to Swedish B and English corresponding to English A. For students who received/will receive their final school grades after 31 December 2009, there is an additional entry requirement for mathematics as follows: documented proficiency in mathematics corresponding to Mathematics A **and**
- 30 credits in any subject.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

**After the course the student should be able to:

**Plan, formulate and implement communication about innovation and projects dealing with development and change which cause interest and is effective. Be able to create communication focusing on technology, economy, medicine, natural and engineering science which is of interest even for those who do not have a deep knowledge of the subject.

Course contents

Development and communication of your own innovation project.
Business intelligence in the innovation and communication process.
Behavioral science in the innovation and communication process.
Development of communication concepts in the innovation process.
Visual language design, a central part of the innovation process.
Fellow critique of assignments and presentations.

Disposition

The course is web based and given by distance which requires the student to have access to a computer, Internet and a broadband connection.

Course literature

Compulsory literature, examined

- ISBN: 9789147073627 Ordning & oreda: omvärldsanalys för beslutsfattare by: Bengt Wahlström. Publishers: Liber
- ISBN: 9780385499842 The art of Innovation by: Tom Kelley. Publishers: Broadway Business
- ISBN: 9780141035307 Freakonomics by: Steven Levitt & Stephen J Dubner. Publishers: Penguin Books Ltd
- ISBN: 9789197516570 Bäst i text: läseboken; Bäst i text: skrivboken by: Tomas Dalström Publishers: Koala Publishing. Note this book is ordered directly at: tomas@bastitext.se

Reference literatur, not examined

- ISBN 9197360775 Det missförstådda varumärket by: Bengt Håkansson. Publishers: Liljedahl Publishing AB

- ISBN 0786311258 Riding the waves of culture, Fons Trompenaars, Charles Hampden-Turner. Publishers: McGraw-Hill
- (ISBN 917331238X) Effektiv Visuell Kommunikation, Bo Bergström. Publishers: Carlsson

Reference compendiums, not examined

As a student on this course you will also be given a number of compendiums with excerpts of interesting literature, relevant within the area.

Equipment

The course is web based and given by distance which requires the student to have access to a computer, Internet and a broadband connection. To be able to follow the course the student needs to be used to his/her computer and active in the search for information and assignments on the Internet. Web camera and headset is an advantage.

Examination

- MOM1 - Communication Design, 5.0 credits, grading scale: P, F
- TEN1 - Examination, 2.5 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

**Examination

**MOM1 - projects and tasks in Communication Design, 5,0 credits, grades: P,F
TEN1 - Literature Exam, 2,5 credits, grades: P, F

Examination by:

Written online literature exam.

Presentation of personal work and tasks in personal innovation project.

Criticism of others' work in their innovation project.

Other requirements for final grade

Pass grade on literature exam.

Completed, accounted and approved course project and assignments.

Completed, accounted and approved critique of fellow students' projects and assignments.

Ethical approach

- All members of a group are responsible for the group's work.

- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.