



# ME2805 Design and Innovation in Context 7.5 credits

## Design and Innovation in Context

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

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

## Establishment

Course syllabus for ME2805 valid from Autumn 2007

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Students must have a minimum of 80 university points (120 ECTS respectively), especially in the areas of technology, economics, medicine or biomedicine. Experience with design from a practical or theoretical perspective may be valuable, but is not required.

## Language of instruction

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

## Intended learning outcomes

Strategic, user-driven design of products, communications and the workplace itself can literally change an organization and create new markets. Cutting edge companies in a wide range of industries use design to fundamentally restructure their business or invent new companies. This course will discuss how the power of design can create value for the firm as well as for society in general.

The course is targeted towards students in technology, medicine and business with an interest in the design of a product, and the potential of design as a strategic tool.

## Course contents

The course will introduce the students to the concept and context of art, design and innovation by covering topic including but not limited to: the design process, idea generation, communications, strategy, etc. This will give a greater understanding for the context of design and the use design as a strategic tool.

To accomplish this the course will incorporate lectures, debates, and exercises by the students as well as leaders in the field. The students will also create a final project to be presented publicly.

### Structure

There will be 2 weekly sessions lasting 2 hours each for 7 weeks. Examination will take place in an additional week. Each session will involve a mix of teaching methods, see below. This will be supplemented by seminars and breakout groups.

### Teaching methods

A blend of teaching methods including lectures, guest lectures, case analysis and presentations, and group discussions will be used for the course. Furthermore, there will be monologues, dialogues as well as debates with some of the leading players from academia, business, government, and society.

## Course literature

### Preliminary Literature

Monö, R.: Design for Product Understanding, Trelleborg, Sweden (1997)

Kelley, T.: The Art of Innovation (Doubleday, 2001)

Baxter, M.: Product Design (Stanley Thornes, 1995)

Aaker, D. & Joachimstaler, E.: Brand Leadership (Simon & Schuster, 2002)

Landqvist, J.: Vilda idéer och djuplodande analys, Sweden (1994)

Course Compendium incl. selected readings and articles.

## Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, 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.

## Other requirements for final grade

Final group paper/project

Contribution in class/group activities

In class written/oral assignments (individual and/or group)

Although there will be no formal exam, students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade. Attendance is compulsory.

## 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.