

IB3A9-15 Design in Business

26/27

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Daniella Badu

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

Several companies such as Apple, BMW, Alessi, IKEA and Amazon have been able to differentiate their products, services and business models thanks to superior design. In this module we consider design as an essential way to innovate the aesthetics, functionality, ease of use and meaning of products and services. As such, design is not an attribute of luxury goods and elite products alone, but rather a way to solve problems and innovate.

[Module web page](#)

Module aims

Throughout the module we will explain how design and 'design thinking' differ from traditional approach to management and innovation. In particular, we will emphasize the importance of adopting an explorative approach that is iterative and human-centred, and we will see how this

approach has led some organizations to completely reinvent product and service categories.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Overview: What is design? Why is it important?

Design as a process.

Collaboration across functions in innovation processes.

Different approaches to design and innovation: User-centred innovation, technology push and design-driven innovation.

New Product Development.

New Service Design and Development.

Design thinking.

Design and technology.

The impact of design on business performance.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate knowledge of the main critical works on design and innovation management.
- Recognise the strengths and limitations of current normative works on design and innovation processes.
- Analyse case studies to propose potential business solutions as they relate to design and innovation.
- Demonstrate a broad knowledge and understanding of the business context within which designers work.
- Demonstrate an understanding of the tools and techniques used in product and service design.
- Critically analyse academic papers to understand the key issues relating to innovation and design processes.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Demonstrate an awareness of conducting research into innovation and design in both manufacturing and service sectors.

Demonstrate an awareness of practical issues in the management of design generally, and professional designers in particular, including the generation of a design brief.

Transferable skills

Demonstrate written communication skills developed through the individual assignment.
Demonstrate oral communication skills developed through seminar discussion and group presentations.
Demonstrate problem solving skills developed through analysing business problems in case studies.
Demonstrate an awareness of and proficiency in the use of design, and design management tools and techniques.
Demonstrate leadership, team-building and project management skills.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A6

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment (15 CATS)	80%	58 hours	Yes (extension)

Weighting Study time Eligible for self-certification

Individual Assignment

Reassessment component is the same

Assessment component

Group Presentation Video	20%	15 hours	No
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Reassessment component

Individual Assignment	Yes (extension)
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Feedback on assessment

Individual written feedback will be given on the assessed essay.

Availability

There is currently no information about the courses for which this module is core or optional.