



Business design

Affärsdesign

7.5 credits

Ladok Code: SAD013

Version: 2.0

Established by: Board of the department 2010-11-11

Valid from: Autumn 2010

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Business Administration (AIN)

Disciplinary Domain: Social sciences

Prerequisites: Finished courses of 52.5 credits in basic level business administration.

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course assumes a design perspective, which means shaping and realising business design. The contents are designed to enable the student to identify and analyse the existing business processes of companies. The course contains the following elements:

1. New business design – from business idea to a new company
2. Design of marketing channels and customer relations
3. Design of IT systems supporting the business processes of companies

The course is introduced by a number of business representatives presenting the history, present operations and future plans of their respective company. The students are divided into groups, with each group being assigned a company, and will be expected to carry out a project assignment based on the above and on company visits. The project assignment is discussed in the different course modules. The assignment is to be reported in writing and presented orally at a closing seminar. The students are also to carry out an individual home examination.

Learning Outcomes

Upon completion of the course, the student is expected to be able to

- in a deepened and independent way identify and analyse the existing business processes of companies
- demonstrate a deepened skill and ability to analyse how new business design is shaped and realised in companies; how companies design marketing channels and work with customer relations; how the IT systems of companies support their business processes
- work in groups and in speech and writing describe and analyse the business processes of companies.

Forms of Teaching

Lectures, seminars and a project assignment. Tuition is conducted in English.

Forms of Examination

The course is examined through active participation on the various course parts (70 % presence required), a written group report, an oral presentation of a report, and an individual take-home examination

In order to obtain the final grade “Passed” for the course, active participation, as stated above, an oral presentation and passed on the individual take-home examination and the written report are required. In order to obtain the final grade “Passed with distinction” for the course, apart from active participation and an oral presentation, passed with distinction on the written group report, and the take-home exam are required. Student rights and obligations at examination are according to guidelines and

rules for the University College of Borås.

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Literature and Other Teaching Materials

Normann, R. (2001) *Reframing Business: when the map changes the landscape*. Wiley: Chichester, ISBN: 04-71-48557-8

Student Influence and Evaluation

Student influence is based on a dialogue and a close cooperation between students and the teacher. The course is evaluated in accordance with UC policy in connection to the closing seminar where the student is given the opportunity to evaluate the course contents and the way it is carried out, his/her own performance and the performance of participating teachers. The evaluation will be compiled. The compilation is made public in accordance with the School's regulations and will be the foundation for future course planning and is part of the program evaluation that is carried out.

Miscellaneous

The course is given as a single-subject course.