

Summary Information

Module Code	7501CD
Formal Module Title	Business of Design
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
ISDC - Kochi

Learning Methods

Learning Method Type	Hours
Lecture	60
Tutorial	24
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	<ol style="list-style-type: none"> 1. Research business strategies and how they are developed; 2. Research business planning and development 3. Undertake Strategic Planning 4. Become familiar with leadership techniques and design thinking 5. Undertake innovation development 6. Research circular economies 7. Acquire and understanding of business finance 8. Develop a discerning knowledge of costing and pricing 9. Generate a design solution to a specific brief 10. Gain an understanding of IPRs and 11. Debate and discuss environmental and inclusivity issues
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate a critical understanding of various Intellectual Property Rights and how they are integrated and valued within a commercial design context.
MLO2	Demonstrate a critical understanding of design as a strategic business tool.
MLO3	Demonstrate a critical understanding of the innovation process from development to delivery in a commercial context.
MLO4	Develop and promote a strategy and business plan for delivering a design concept.

Module Content

Outline Syllabus

You will gain a critical understanding of how design is integrated into various business models and how it adds value and is strategic to an enterprise. The module, through case studies and examples, will develop your understanding of design from being purely a means to deliver 'outputs' to gaining a critical understanding of how design impacts on 'outcomes'.

You will explore the activity of 'Design Management' which uses project management, strategy and supply chain techniques to control and direct the creative processes. Design Management is complex and a requirement in achieving success in any field of design and in this module you will expand your critical understanding of different design disciplines and how they are delivered in a business context using design management techniques.

You will also explore the theories and principles of 'Strategic Design' gain a critical understanding of its application in order to drive innovation within an organisation and develop competitive advantages. You will explore design principles and design toolkits are employed to address systemic business and social challenges.

The module will also introduce you to how, as a designer you will apply design principles, thinking and methodologies to co-define, co-design and co-implement as well as engaging in participatory design in order to deliver innovation and user centred solutions.

The planet and the people who live on it are fundamental concerns for any designer currently practising and during this module you will explore by research and discussion the 'impact of design' and key critical issues of sustainability and inclusivity. To do so you will research how, as a designer and in a design business context, you can minimise environmental impact by design and the outputs and outcomes of design in respect of materials and energy.

You will explore the concept of 'Design for All' in which design thinking and practice delivers outputs and outcomes that benefit all in society and are inclusive of people of all abilities.

The module will also address how you might integrate your design competence into a business context by considering the designer as a 'business person' and 'entrepreneur' Talks and engagement with figures operating in business will give you insights into how a design business is configured and developed, and the various business models for delivering design benefit.

Whatever design is created, its value is expressed in Intellectual Property Rights (IPRs) and in this module you will explore contemporary IP issues; creating IP, IP protection and infringement, and the various means a designer/business can benefit from IP, such as licencing, royalty assignments and IP transfer.

Armed with your research in this module you will address a design brief to develop a creative solution and develop a business plan that encompasses design as a strategic activity which will form your final specialist negotiated project.

Module Overview

Additional Information

This module will introduce you to the business of design allowing you to integrate your prior learning and/or work experience into a contemporary design business context whether in social or commercial endeavours.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio	50	0	MLO1, MLO2
Presentation	Presentation	50	0	MLO3, MLO4