



GÖTEBORGS UNIVERSITET
HÖGSKOLAN FÖR DESIGN OCH KONSTHANTVERK

Utbildningsplan för

Masterprogram inom huvudområde Business & Design,
120 högskolepoäng

Master of Business & Design

Second Cycle

I. Decision on the establishment of the programme and approval of curriculum The curriculum was approved by the Head of the School of Design and Crafts (HDK) on 24 September 2007 (Ref. no. G123/07). The Faculty Board of the School of Business, Economics and Law (HGU) previously expressed written support for establishing the programme (Ref. no. B1 1800/06). Both schools planned the programme together and the present curriculum has been approved by the head of the School of Business (Ref. no. 1123/07) The decision to establish the programme and to approve the curriculum was made by the Department of Fine, Applied and Performing Arts' Faculty Board on 14 September 2007. The curriculum applies from the autumn semester 2008.

II. The programme's main area: The programme is interdisciplinary with a focus on business and design.

III. General objectives and programme-specific objectives

Knowledge and understanding

To receive a Master's degree, students must:

- Demonstrate knowledge and understanding of design and its significance and development from an idea, style and economics history perspective.
- Demonstrate deep insight into current research and development.
- Demonstrate in-depth knowledge of methodology in the field of business and design.
- Know about intellectual property rights problems and opportunities associated with the production of ideas.

Skills and abilities

To receive a Master's degree, students must:

- Demonstrate the ability to work in projects together with others, with different skills and with different frames of reference.
- Demonstrate the ability to understand and apply the theories and concepts in each discipline (design, management, visual communication) and the ability to link these to practical situations.
- Demonstrate the ability to critically, independently and creatively identify and frame questions; to plan and, using suitable methods, perform advanced tasks within set time frames, thereby contributing to increased knowledge; and to evaluate this work.

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- Demonstrate the ability to conduct design analyses and have the ability to integrate design questions into a company's overall long-term strategy for marketing and sustainable business development.
- Demonstrate the ability to understand, describe and calculate the economic importance of design in a company's development.
- Demonstrate the ability to clearly present and discuss their conclusions and the knowledge and arguments that form the basis for these, both orally and in writing in dialogue with different groups within both national and international contexts.
- Demonstrate the skills required to be able to participate in research and development work or to be able to work independently in another advanced setting.

Attitude and capacity for evaluation

To receive a Master's degree, students must:

- Demonstrate the ability to critically examine and evaluate different design strategies, services and products from a ethical societal perspective, especially with regard to sustainability, gender equality, ethnic diversity and access for all.
- Demonstrate the ability to identify their need for further knowledge and to take responsibility for acquiring additional knowledge.

IV. Organization

The Faculty of Fine, Applied and Performing Arts, HDK, is responsible for the programme that is implemented in cooperation with HGU within the joint project Business & Design Lab (BDL).

V. Programme structure and contents

The programme's overall aim is to integrate the different skills involved in a strategic design process for business development in the broadest sense. Students from various disciplines intend to learn about each other's areas of expertise, practice communication and cooperation, and together plan and implement joint projects, both hypothetical and real. External companies and organizations are involved in parts of the programme to work together with students to explore design possibilities that develop operations. The programme's content will be based on practical experience and international research, and it will provide the opportunity for international exchange for both instructors and students. In the first year, the programme consists of a number of courses with experimental work (and for those who want an independent project equivalent to 15 HE credits and thus the opportunity to complete a master's degree).

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The courses in semester 1 and the first half of semester 2 are compulsory for programme students while also being *elective*, i.e. they may be taken individually and by students not participating in this particular programme. Semester 2 concludes with a longer project work, 15 HE credits, that integrates previous topics. To the extent possible, this project is related to a real company or organization.

The second academic year consists of a "workshop semester" where students work together with companies and organizations in the region (or study abroad in the field of business & design). The last semester consists of individual or small group project work under supervision, corresponding to 30 HE credits. This semester is open to students from HDK's regular master's programme as practical studies.

The modules in the first year are conducted at half pace with coordinated planning of schedules (e.g., a subject every two weeks). Half pace allows a larger element of practical work, exercises and the opportunity for contact with companies and organizations in the region. Professional applicants can attend the elective courses, allowing them to continue their regular work to some degree. Full-time students attend two part-time courses simultaneously. The planned courses are listed in the Annex 1 .

The pedagogical model is problem-based learning where students are presented a question on the subject, and together in small groups they explore it both to learn and to produce new knowledge. To support their effort, students are offered supervision, training in group dynamics, lectures on current topics, and guidance on literature. Students receive training in creative and innovative methods while working with problem solving and innovation. The aim is that all instruction (with the possible exception of the initial preparatory courses) is to be linked to practical application. This is done with the help of hypothetical and real case studies, and the participation of active designers and buyers of design. The case studies become increasingly larger and real as the programme progresses. Through their own projects and information on other groups' projects, each student is estimated to come into contact with at least eight companies or organizations. The workshop semester represents a major commitment by the participating companies and organizations where their own employees interact with the students. (See description, Annex 2). The objective is that the programme will be well supported by the region's businesses and organizations and result in mutual knowledge development in the design field.

VI. Assessment

Each module is examined separately by representatives of the course coordinator from each university and in one or a combination of the following forms:

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- that participants in groups plan and implement assigned design projects, perform design analyses and formulate strategies for such areas as marketing, product range and brand building;
- that participants individually and/or collectively carry out critical review analyses of existing service and product design, and report on these in writing;
- individual home exams that use the theories and concepts from the literature as the basis for analysis of practical problems;
- that participants in groups prepare and implement/present a proposal for business development activities through a design process in collaboration with a company or organization in the region;

For a master's degree, students are to have completed an independent project within the framework of the course requirements worth at least 30 HE credits in the main field business and design.

All modules assume active participation by the participants and at least 75% attendance at the scheduled meetings. The programme as a whole requires 80% attendance to issue a degree certificate.

VII. Prerequisites

Acceptance to the programme requires an academic degree of 180 HE credits comprising 90 HE credits in one subject, of which at least 15 HE credits are an independent project or equivalent foreign degree. Written applications are supplemented with an interview. In addition to grades, eligible applicants are assessed as follows:

Relevant professional experience, mainly of creative nature.

Motivation for studies in the field and the ability to work in groups.

Appropriate mix of skills in the student group.

Special admission requirements apply for application to the Workshop Semester. These are in the form of at least 45 HE credits completed on the Master of Business & Design programme or to have been accepted and be active in the Master Programme in Design at HDK. The number of students is limited to 20 and selection will be made to create balanced project groups with respect to expertise, motivations and representation of different fields of knowledge.

VIII. Degree

Students who have successfully completed the two-year degree programme receive Master of Arts in Business and Design, 120 HE credits. Students who have successfully completed the two-year degree programme and have at least 90 HE credits in the field of design receive, if they so request, a Degree of Master of Fine Arts in Design. Students who have successfully completed Year 1 and, in semester 2, have conducted an independent project equalling 15 HE credits will receive a Master's Degree in Business and Design or a Degree of Master of Fine Arts in Design if at least 90 HE credits in this subject are part of the bachelor's degree. Degrees are issued by the University of Gothenburg, the Graduation Department.

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IX. Evaluations

The programme is evaluated continuously by means of oral and written course evaluations by both instructors and students, as well as by participating companies and organizations. Everyone involved is informed about the results of conducted evaluations.