

**Nottingham Trent University**  
**Course Specification**  
**GLOBAL SUMMER SCHOOL**

<b>Basic Course information</b>		
1	Course Title:	Design and innovation in business
2	Course Code:	GLB_001
3	Credit Points:	10
4	Duration:	10 days
5	School:	School of Architecture, Design and Built Environment
6	Campus:	City
7	Date this version first approved to run:	December 2014 (by NBS SASQC) July 2022 (by ADBE)

**8 Pre, post and co-requisites:**

This course is suitable for anyone who has completed the first year of a business-related undergraduate course. You should have the required English language skills.

**9 Programmes containing the course**

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
5	Option	FT		A constituent of the NTU Global Summer School

**10 Overview and aims**

This course is aimed at business and marketing students who wish to enhance their studies by exploring techniques used in the design professions to generate new and innovative ideas and solutions.

**11 Course content**

Being ahead of the competition and standing out from the crowd is essential in today's business world. So is being able to demonstrate your creativity and problem-solving skills. This course will provide you with valuable new skills that will complement your business knowledge and, therefore, it is a must for anyone who wants to develop ways to promote themselves and their ideas.

During the course you will explore the business case for creativity in the workplace. You will work in teams to solve simple design problems, and experiment with approaches to design thinking which are likely to be new to you. You will combine classroom lectures with sessions in the design studio and build your understanding of how to think creatively and communicate your ideas to others. You will try drawing as a tool for improving your observation skills and as a way to analyse objects and systems. You will come to understand why drawing is the communication tool favoured by professionals of all backgrounds.

As the course progresses you will begin to develop a personal project, supported by lectures on marketing and how to launch a new product or service. You will explore presentation skills so that, upon completing the course, you will have a project that demonstrates your awareness of design, marketing, branding and business thinking, which you can present in teams to your tutors and fellow students.

**On this course you will:**

- explore how to incorporate innovation in everyday business practices
- look at consumer behaviour and current marketing trends
- learn how to improve your project management and leadership skills
- use effective presentations skills to communicate your ideas with confidence

- explore rapid concept generation techniques and examine how design, problem-solving and idea generation processes work
- be actively involved in studio design projects
- consider prototyping and sketch modelling to present your concepts
- hear how designers view their clients and customers, and how entrepreneurs can develop brand and logo awareness when setting up a new business
- review case studies that will support your understanding of the creative process.

You will leave the course with a large amount of tried and tested business information, a project for your portfolio and new skills that are sought after by employers.

## 12 Indicative reading

Brassington, F., and Pettit, S., (2012) *Essentials of Marketing*, 3th Edition. Harlow: Pearson.

Fahy, J., and Jobber, D., (2012) *Foundations of Marketing*, 4<sup>th</sup> ed. London: McGraw-Hill Higher Education.

Emery, B., (2012) *Sustainable Marketing*, 1<sup>st</sup> Edition. Harlow: Pearson.

Jobber, D., (2007) *Principles and Practice of Marketing*, 5<sup>th</sup> ed. Maidenhead. McGraw-Hill Education.

Fill, C (2011) *Essentials of Marketing Communications*, Harlow, Pearson Education Ltd

## 13 Learning outcomes

**Knowledge and understanding.** After studying this course, you should be able to:

1. explain the need for creativity in today's business environment.
2. describe idea generation techniques.
3. discuss consumer behaviour today.

**Skills, qualities and attributes.** After studying this course, you should be able to:

1. use basic sketching and modelling techniques to present concepts effectively.
2. work effectively as a member of a team.
3. manage a project effectively.

## 14 Teaching and learning

*Range of modes of direct contact*

Lectures

Seminars

Demonstrations

Practical drawing exercises

Research trips.

Total contact hours: 50 hours

*Range of other learning methods*

Directed reading before and during the course.

Total non-contact hours: 10 hours

**15 Assessment methods**

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
1	100%	Coursework	A final presentation of drawings, prototypes, and a business proposal.

**Further information on assessment**

There will be time during the course for informal feedback sessions with your tutor.

Final Assessment: You will receive a pass/fail mark for the course. Written feedback from your tutor will identify strengths evident in the body of work and include some pointers on what to focus on to improve your future work.