

Business Design

Study Plan

iedbarcelona.es



BUSINESS DESIGN

BA (Hons)

IED Barcelona is the only Spanish school that teaches a Bachelor of Arts (Hons) validated by the University of Westminster.

+100 nationalities

50 years of experience

100% worldwide network

11 centres all over the world

10,000 students every year

+1000 agreements with companies

GENERAL INFORMATION

Language: English

Credits: 360 Westminster Credits

Duration: 3 years (6 semesters)

Hours: Monday to Friday, full time

Calendar: October - June

Area Director: Manuela Procopio



WHY STUDYING BUSINESS DESIGN AT IED BARCELONA?

“Students will develop a mature approach to the demands of the current design and business landscape based on a solid critical awareness of their work in relation to user and market insights, business needs and technological developments.”

The BA (Hons) Business Design course has been designed by the IED Barcelona Management and Design Strategies School academic team with the aim to ensure that participants acquire the knowledge and understanding as well as the business and design skills to work professionally. The three-year course is taught and assessed in English and represents a natural progression from IED's 50-year long history in design education. It is based on IED's successful and advanced educational system, which continually generates highly skilled creative graduates who go on to establish themselves successfully at all levels and in all fields of the industry.

Through a balanced combination of theoretical and practical teachings and the application of a detailed skills strategy by the course staff, students will acquire the knowledge and experience required to shape their creative and technical abilities and develop them in order to define their own design personality. They will develop a mature approach to the demands of the current design and business landscape based on a solid critical awareness of their work in relation to user and market insights, business needs and technological developments.

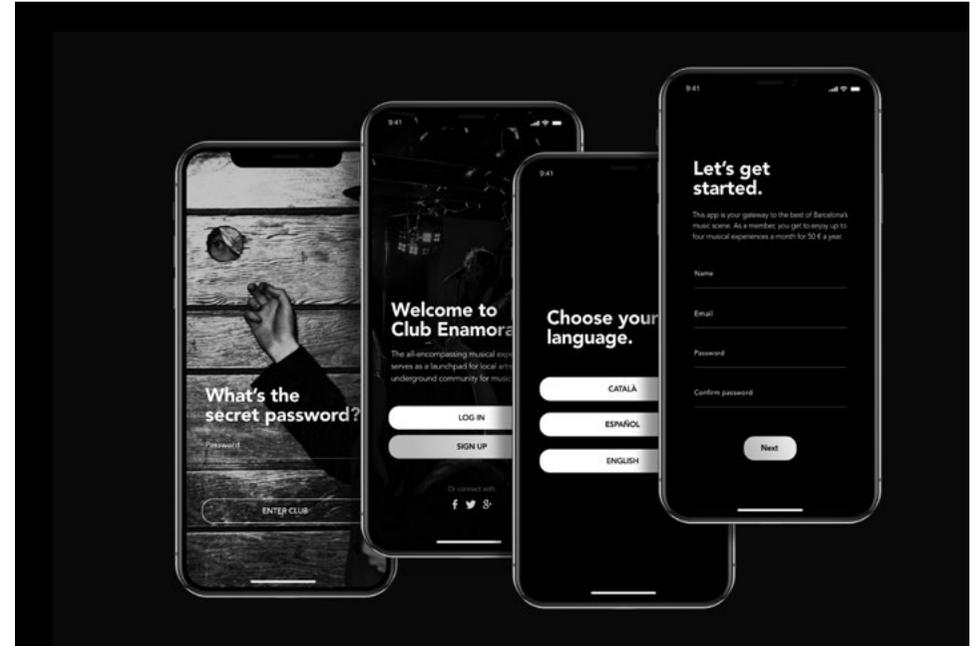
The emphasis of the course is on building creative, business and managerial skills; these skills are supported by a rigorous academic focus on creative and strategic research and

design skills, in order to enable students to progress quickly upon graduation. Business Design is a very broad field in terms of the different professional disciplines related to it, therefore this course gives students the chance to understand and identify more clearly their future career path while developing strong management and strategy skills.

The BA (Hons) Business Design course at IED Barcelona is a Pioneer in its area, being IED among the first schools in Europe, as well as worldwide, to offer the opportunity to study Business Design at BA level. Furthermore, Barcelona is considered a reference destination for creative and entrepreneurial people as well as for international companies that are willing to establish their design and innovation studios and consultancies in the city due to its broad educational offer, well developed start-up and innovation ecosystem, dynamic lifestyle and ideal geographical location.

Since most of the teachers are working professionals in the areas they teach, the course has strong industry links to support graduate employment prospects. Students thus benefit from a strong contact network they can build up while they are studying.

Club Enamora
by Henry Lardner
and Kai Yulo.



WHO IS BUSINESS DESIGN FOR?

Applicants should show a genuine interest both in Design and Business as well as the willingness to work in culturally diverse teams.

MAIN JOB OPPORTUNITIES

Students will have the necessary skills to work internationally in the fields of Business Design, Service Design, Strategic Design, Innovation, Entrepreneurship and also Communication, both in companies and consultancies, agencies or studios.



WHERE WILL BUSINESS DESIGN STUDENTS WORK AFTERWARDS?

“Business Design is a highly innovative and very unique undergraduate diploma that bridges the gap between design, business and technology.”

Business Design is an emerging design discipline at the intersection of design, business and technology. Business designers apply the design mindset together with business and design tools on to complex problems to innovate in the business context. They design the businesses of the future. Business designers are generalists equipped with a good understanding of multiple design disciplines as well as the foundations of how to create and run a business. They are able to apply this understanding across industries to help identify and develop new business opportunities. Students who will graduate from this program can later choose to build on the holistic foundational skills they have to further specialise in certain areas or to remain generalists and become bridge builders between more traditional specializations.

After finishing the course, students will be prepared to design and manage strategies in different areas of a company creating value for the customers and the business. They will be able to take on these duties within a company either directly in-house or working from a consultancy or strategic design studio.

Their studies will allow them to work in innovation departments, managing the uncertainties of the future and incorporating innovation strategies. They will also develop an entrepreneurial mindset that will help them designing businesses or creating start-ups.



METHODOLOGY

The BA (Hons) in Business Design offers students the opportunity to grow by using a very practical and creative learning methodology. Students alternate between stages of “diverging” work, in which they have to learn to analyse the context in which they are operating, identify opportunities and generate ideas, and stages of “converging” work, in which they have to find and propose solutions, validate and implement them, following the Design Thinking process. Hands-on learning is

therefore an integral part of the students’ experience, as they are asked to participate actively in in-class activities, constantly moving between theoretical input and practical exercises. All of this takes place in an interdisciplinary, international environment that encourages alternating between individual work and reflection and collaborative team work. All the lecturers of the course are working professionals who deal with real-world challenges in industry. This BA (Hons) is based on the learning

by doing methodology. It trains students in different skills, especially critical and strategic thinking, opportunity identification, creativity, prototyping of ideas and concepts, and project management, in order to achieve the required ability to be adaptative in the current changing environment, in which collaboration and communication are key.

LEVEL 4

MODULE	SUBJECTS	UK CREDITS	ECTS
DESIGN FUNDAMENTALS	History of Design Introduction to Social Sciences for Design Semiotics of Communication Design Thinking Product Design	40	20
INNOVATION FUNDAMENTALS	Business Strategy Introduction to Marketing Introduction to Innovation Finance Fundamentals Operations Management	40	20
TECHNOLOGY FUNDAMENTALS	Technology Evolution Digital Marketing Strategies & Data Analytics	20	10
LEVEL 4 PROJECT		20	10
TRANSVERSAL WORKSHOPS			

DESIGN FUNDAMENTALS

The Design Fundamentals module provides a basic knowledge of the design discipline and its historical evolution while introducing the design mindset and process. It provides students with practical knowledge of key concepts such as user-centred approach, contextual and formal inquiry, visual thinking and prototyping which they will have to apply and communicate in their future career.

INNOVATION FUNDAMENTALS

The Innovation Fundamentals module provides the necessary knowledge to understand the new rationale of business competitiveness in the current fast-changing environment. It focuses on understanding the need to be agile and innovative to deal successfully with the uncertainty and constant changes of the market.

TECHNOLOGY FUNDAMENTALS

The Technology Fundamentals module provides students with an overall knowledge, from a practical point of view, of how emerging technologies (AI, IoT, Big Data etc.) are impacting on companies and organisations, creating new challenges and opportunities. Moreover, students will understand the basis for defining a coherent and successful marketing strategy in the current digital era.

LEVEL 4 PROJECT

The Level 4 project provides an avenue for the students to apply skills acquired from modules taken during their first year of study. Students are provided with a project brief that they need to develop demonstrating a consistent Design Thinking process with a clear problem definition, a target user and a viable solution supported by business rationale.

TRANSVERSAL WORKSHOPS

The transversal workshops will install skills that contribute to the assessment on other Level 4 modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 4 are: visual thinking, photography, image editing (Photoshop), introduction to graphic computer tools (Illustrator and Indesign), self-assessment and reflection techniques. Students will be advised to attend workshops based on their needs.



Biau Orgasmic
by Ioanna Crasovan

LEVEL 5

MODULE	SUBJECTS	UK CREDITS	ECTS
APPLIED DESIGN	Design Research Trends Service Design Strategic Design UX Design	40	20
APPLIED INNOVATION	Finance Business Law Business Model Innovation Entrepreneurship Project Management	40	20
APPLIED TECHNOLOGY	Principles of Web Development Principles of App Development	20	10
LEVEL 5 PROJECT		20	10
TRANSVERSAL WORKSHOPS			

APPLIED DESIGN

The Applied Design module provides in-depth and practical knowledge into different specialisations under the design discipline. It introduces students to key processes in the front end of design-driven innovation and builds on this introduction to provide theoretical knowledge and practical experience in creating design outputs related to diverse design challenges. This module provides students with an overall knowledge, from a practical point of view, of the key business design skills and methodologies.

APPLIED INNOVATION

The Applied Innovation module provides students with the knowledge and tools to be a successful entrepreneur or intrapreneur. Students will learn critical aspects related to finance, law and project management. The focus will be put on highlighting the importance of having an entrepreneurial mindset and designing new and different business models to transform opportunities in desirable, feasible and viable solutions.

APPLIED TECHNOLOGY

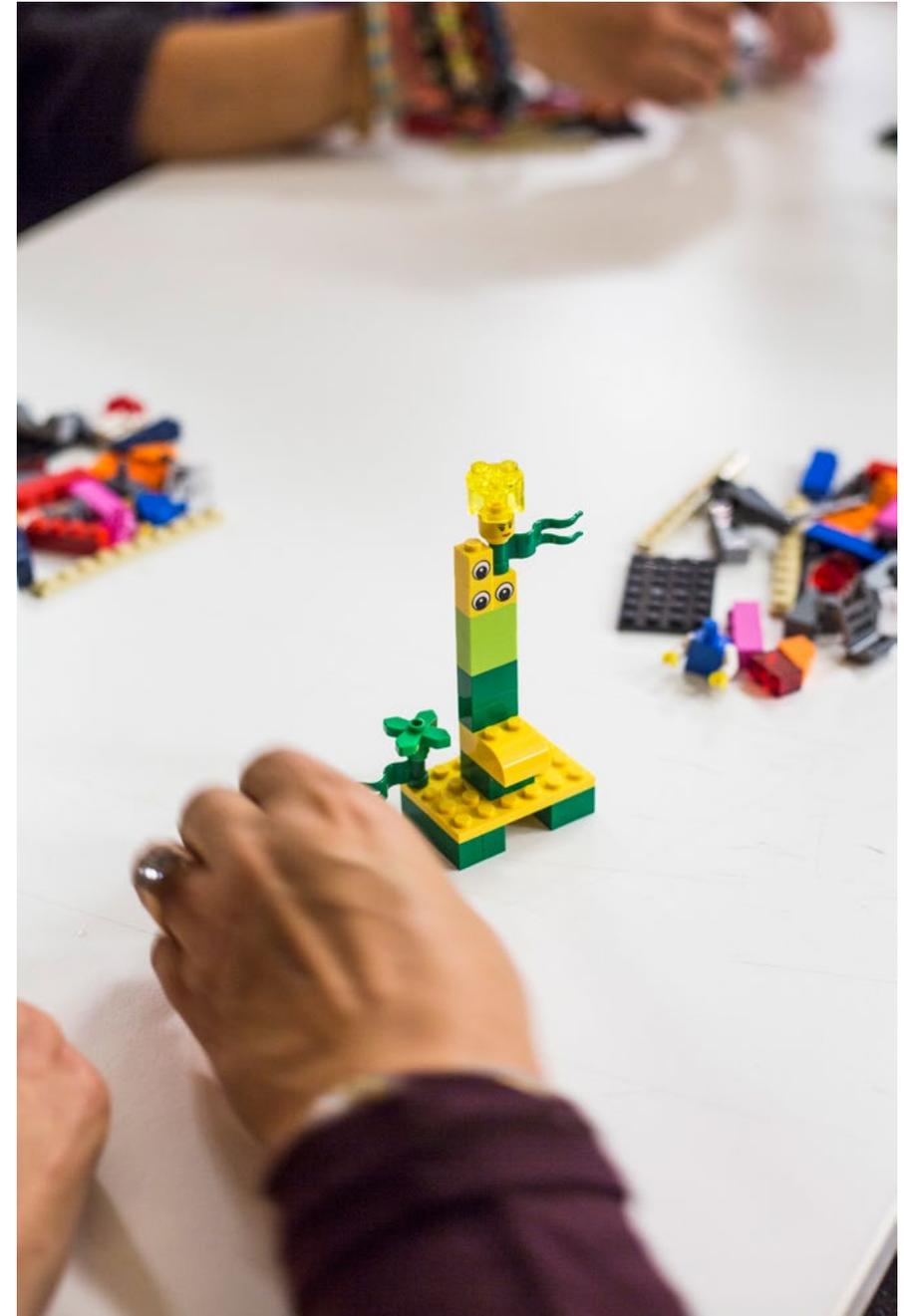
The Applied Technology module provides students with the necessary knowledge and tools, from a practical point of view, to be able to define and design digital solutions. Precisely digital platforms such as websites and application through which providing new solutions (products, services, experiences and business models).

LEVEL 5 PROJECT

The Level 5 project provides an avenue for the students to apply skills acquired from modules taken during their second year of study in the context of an entrepreneurship project. In this module, students will create and work on their own brief, think through the design as well as the business model of their solutions and build a compelling business case that would attract investors.

TRANSVERSAL WORKSHOPS

The transversal workshops will install skills that contribute to the assessment on other Level 5 modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 5 are: advanced graphic computer tools (Indesign & Sketch), video techniques, public speaking and how to give and received feedback. Students will be advised to attend workshops based on their needs.



LEVEL 6

MODULE	SUBJECTS	UK CREDITS	ECTS
DESIGN MANAGEMENT	Social Innovation Design Management Speculative Design	40	20
INNOVATION MANAGEMENT	Innovative Company Team and Change Management	40	20
TECHNOLOGY MANAGEMENT	Smart Design Digital Management	20	10
LEVEL 6 PROJECT	Final Project	20	10
TRANSVERSAL WORKSHOPS			

DESIGN MANAGEMENT

The Design Management module provides knowledge on the essential skills to manage a design team within an organization. It focuses on design and innovation within complex environments, social innovation as well as designing for shared value. It also introduces students to speculate on possible design solutions and provides an approach to critically evaluating and preparing for possible and plausible futures.

INNOVATION MANAGEMENT

The Innovation Management module provides the necessary knowledge, skills and tools to design, implement and lead a coherent and sustainable innovation model organisation – start-up or established company -. Students will learn the required knowledge and steps to promote and build an innovative culture inside an organisation as well as how to define an innovation strategy and the necessary processes to implement it.

TECHNOLOGY MANAGEMENT

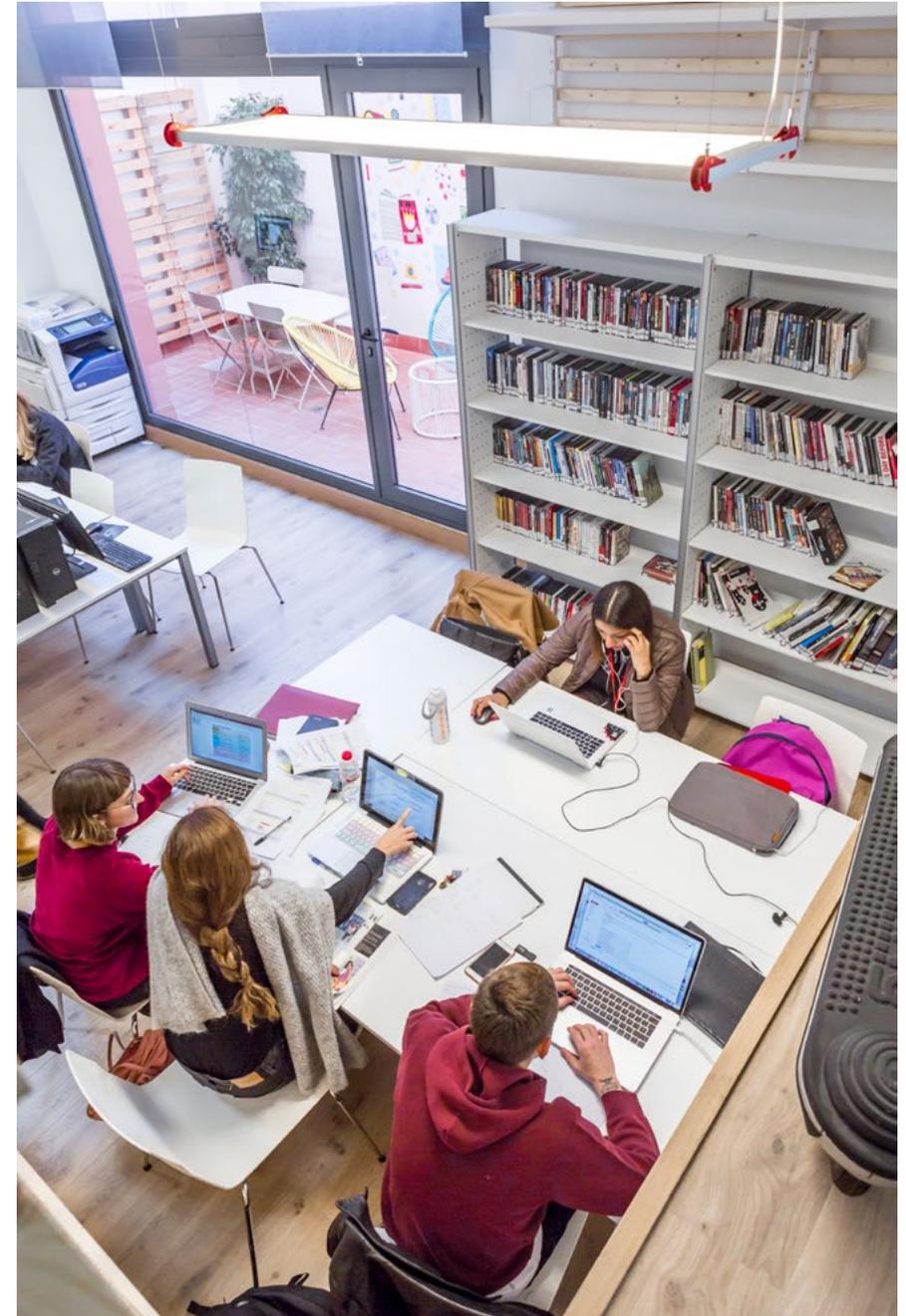
The Technology Management module provides the necessary knowledge to incorporate and successfully manage digital technologies inside an organisation. Students will acquire the knowledge, skills and tools to adapt an organisation to the new digital era and to transform it in a user-centric and agile one. Moreover, students will understand the huge possibilities that technologies offer when designing new solutions.

LEVEL 6 PROJECT

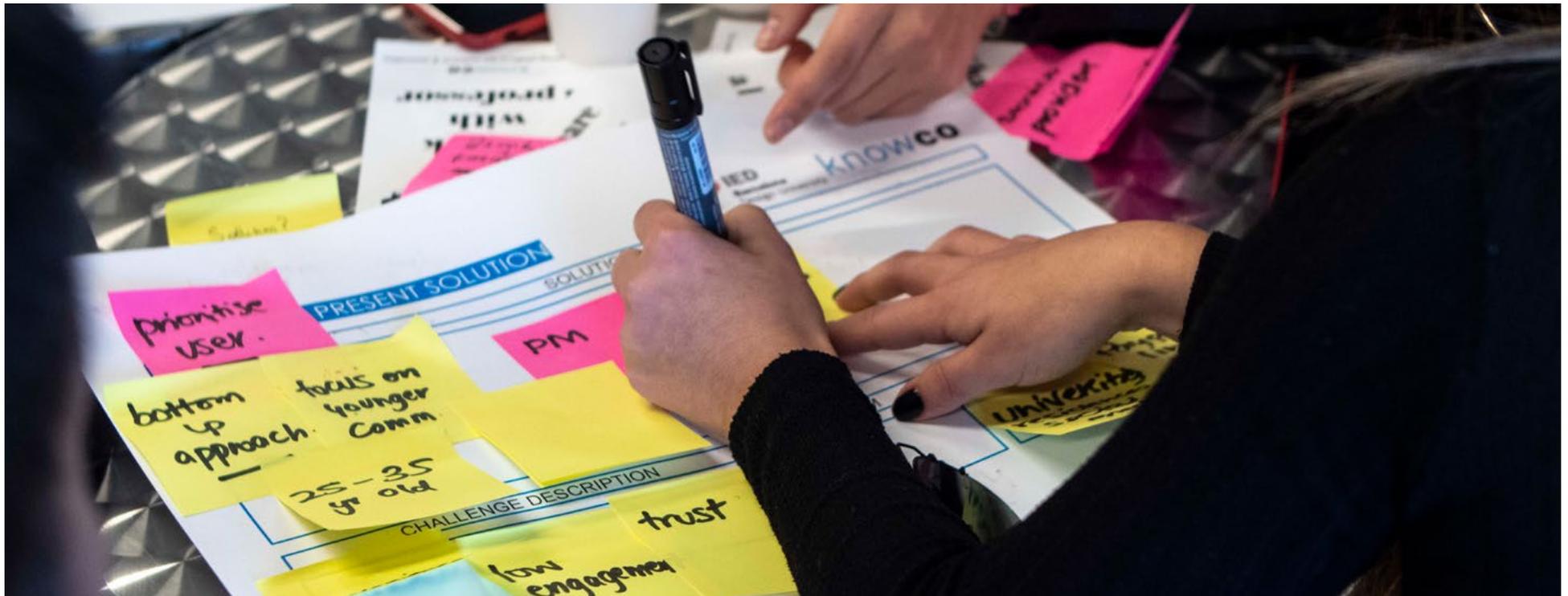
The Level 6 project module will run in partnership with industry. In this module, students will need to respond to a brief from the industry partner taking it through the major steps of a Business Design project from framing, user research, market research and competitor analysis, opportunity identification, development and iterative testing and delivering clear recommendations that respond to the project brief.

TRANSVERSAL WORKSHOPS

The transversal workshops will install skills that contribute to the assessment on other Level 6 modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 6 are: storytelling, branding, CV and portfolio development. Students will be advised to attend workshops based on their needs



ADMISSION AND REQUIREMENTS



- Age - be 18 years old by December 31st of the first year of the course
- A High School Diploma or equivalent
- An English Language Certificate of proficiency (IELTS 6.0)*
- A motivational letter explaining why they are likely to study the BA (Hons) Business Design
- A visual portfolio illustrating a project they have been recently developed or they are willing to develop during their studies
- An explanatory essay of the project

*6.0 overall with a minimum of 5.5 in each component.

Candidates will be required to have an interview with the Course Leader.

**THE STUDENTS
WORK OR
WORKED WITH:**

Port de Barcelona, Telefónica digital, Orange, Sónar +D, Cruïlla Festival, etc.



Este es un papel reciclable, ayúdanos a preservar el medio ambiente.