Name	**Business and Design**	Classroom ☒
		Studio or workshop ☐
		External venue ☒
		Online ☐

Codes **M-ID-201**

Host **Design Intézet**

Basic info

Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Term mark	**3**	**22**	**36**	**Interaction Design Compulsary / seminar and class work**	**2023/2024 Spring**	**Markets and Products**

Recommen-dation

Short Description

The course is designed to provide students with a solid foundation in the key principles and practices of the business world. Through a combination of lectures, discussions, and hands-on activities, students will learn about market research, business strategy, stakeholder management, and value proposition. The business strategy module will cover the key principles of strategic planning, including how to develop a vision and mission statement for services, and identify goals and objectives.

Teachers

Name	Contact information	Short bio	Open hours
Tamas Fogarasy	fogarasy@mome.hu	Head of programme at Interaction Design, leads a UX/Service Design agency. Local leader of IxDA Budapest.	Monday, 9:00 (Teams or on campus)

Semester schedule

Course scheduling	Weekly class appointments
weekly	Mondays, 13:40 – 15:10

#	Date	Classes	Topics
1		[Course Week]	
2	19 Feb	Seminar	Introduction to business contexts, developing quotations, principles and terminology. Stealing and best practices - market research methods and tools
3	26 Feb	---- No class ----	
4	4 March	Seminar	
5	4 March	double class (ends 16:30)	
6	11 March	Seminar	
7	18 March	Seminar	Design maturity, Business strategies connected to design, Business and ethics. Preparation for Thesis assignments.
8	25 March	Seminar	
9	8 April	Seminar	
10	15 April	Seminar	
11	22 April	Seminar	
12	29 April	Seminar	
13	6 May	Demo	
14			
15			

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Poster/diary	Ability to present a visual diary or poster of the whole course on their own	May 25	70
Individual contribution	Completing home assignments, Student's contribution to the discussions and assignments	May 6	30

Compulsory readings

Cross, N. (2023) *Design thinking: What just happened?,* Design Studies, Volume 86, 2023, https://www.sciencedirect.com/science/article/pii/S0142694X23000285

Elaine, E.G. Buis, Simone, S.R. Ashby, Kristel, K.P.A. Kouwenberg,
Increasing the UX maturity level of clients: A study of best practices in an agile environment, Information and Software Technology, Volume 154, *2023,*
https://www.sciencedirect.com/science/article/pii/S0950584922001951

Recommended readings

Granet, K. (2010). *The Business of Design: Balancing Creativity and Profitability*. John Wiley & Sons.
Huddle, D. (2019). *The Art of Strategy: A Game Theorist's Guide to Success in Business and Life.* Penguin Books.
Johansson, F. (2014). *The Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation*. Houghton Mifflin Harcourt
Kahneman, D. (2013). *Thinking, Fast and Slow.* Farrar, Straus and Giroux
Norman, D. (2013). *The Design of Everyday Things: Revised and Expanded Edition* (Revised ed.). Basic Books.
Godin, S. (2020). *The Practice: Shipping Creative Work*. Portfolio.

Learnings

Knowledge	• An understanding of basic business principles and terminology • An understanding of market research methods and tools • An understanding of how to work effectively with stakeholders
Skills	• The ability to conduct market research and analyze market data • The ability to read, develop and communicate business strategies • The ability to effectively communicate with stakeholders
Attitude	A grounded, professional attitude towards business and market research A willingness to continue learning and developing their business knowledge
Responsibility	Students will develop competence/confidence in backing up their craft and look for new ways of practicing it

Exemption

☒ Exemption from attending and completing the course cannot be granted
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be substituted with other activities,
☐ A full exemption can be granted

Curriculum connections

Unit	Parallel courses	Course proportion in unit
Markets and Products		MA1_ Digital Product Design_M-ID-201, 5 credits MA1_Mercedes In-Car UX Design_M-ID-201, 5 credits

		MA1_Tangible Interfaces_M-ID-201, 3 credits

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective

Misc. information