

Name **Business and Design**

Classroom
 Studio or workshop
 External venue
 Online

Codes **M-ID-201**

Host **Design Intézet**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Term mark	3	22	36	Compulsory / seminar and class work	Spring	Markets and Products

Recommendation

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.	Friday, 9:00 (Teams or on campus – Booked 1 week before)

Semester schedule

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

#	Date	Classes	Topics
1		[Course Week]	
2	17 Feb	Stakeholder expectations	Design's value in business
3	24 Feb	Quotations	
4	3 March	Competitors, best practices	
5	10 March	Innovation and value chains	
6	17 March	Design Maturity	
7	24 March	Measuring ROI	
8	31 March	Design and Agile Roles	Working in Agile and Agile Roles
9	7 April	Working with BAs and POs	
10	14 April	Seminar	
11	21 April	No class	
12	28 April	State of UX and IxD, Futures	
13	5 May	Closing seminar	
14			
15			

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Individual contribution	Completing home assignments, Student's contribution to the discussions and assignments	May 5	20
Podcast Interview recording (pair work allowed) (Tech Park tech and support recommended)	Conduct and edit 1x interview (min 30 minutes) with a professional designer	May 5	40
Interactive Infographic about a topic covered through the course or in a podcast recording (pair work allowed)	Aesthetic quality and content relevance (present a visual, clickable, simple, interactive infographic in Figma (or other) with aspect ratio 3:4 (iPad, portrait)	May 23	40

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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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