



# LK250N Communication Design in the Innovation Process 7.5 credits

## Kommunikationsdesign i innovationsprocessen

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for LK250N valid from Spring 2014

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

## Specific prerequisites

A minimum of 150 ECTS in total, of which at least 90 credits within some or several of the following subject areas:

- Business management, leadership or organisation

- Internal Medicine, health care or nursing
- Technology, IT, architecture or data/software engineering
- Media, communication, design or journalism

Documented knowledge of Swedish and English corresponding to Swedish B/Swedish 3 and English A/English 6 is also required.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

### - The students should after the course have advanced knowledge of:

Rhetoric and methods for communication in processes of change

Models for critical analysis and values of the potential of innovations

Current research and development within communication science

How to describe a target group based on context, values and living environment

The difference between a long-term concept and a good idea

Models and examination methods to simulate, evaluate and predict developments.

### - The students should after the course show skills and abilities to:

Take society's need of economically, socially and ecologically sustainable development into account in their innovation work

Review their Bachelor's essay critically from the perspective of an innovator

Cooperate across different fields of knowledge in groups with multi-disciplinary skills

Independently identify and review critical issues in their own and others' innovation processes

Design communication that arouses the layman's curiosity and interest

Be able to account for the knowledge behind critical choices and decisions in their own innovation process.

## Course contents

Critically take scientific expertise and own experience into account in a project where one plans and designs communication based on a concept of innovation of one's own and its intended market.

## Disposition

Web-based distance course that assumes that the student has access to a computer, the Internet and a broadband connection.

## Course literature

Ordning & Oreda: Omvärldsanalys för beslutsfattare. Bengt Wahlström ISBN: 9789147073627

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything. Steven D. Levitt, Stephen J. Dubner ISBN: 9780060731335

The Art of Innovation: Lessons in Creativity from Ideo. Thomas Kelley, Tom Peters ISBN: 9780385499842

## Equipment

The course is a web-based distance course, which assumes that the student has access to a computer, the Internet and a broadband connection. To follow the course, the students are also required to use their computer and be active in their information retrieval and assignments on the Internet.

## Examination

- PRO1 - Project: Communication Design in the Innovation Process, 5.0 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Examination in Literature, 2.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Examination takes place through: Written web-based literature exam. Presentation of one's own work and assignments within the personal innovation project. Criticism of the work of others and assignments within their respective innovation project (peer review).

## Other requirements for final grade

Passed literature exam.

Implemented, presented and passed innovation project and assignments.

Implemented, presented and passed criticism of the project and assignments of fellow students.

## **Ethical approach**

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.