Meet the world
VIA University College

VIA Design and Business – Entrepreneurship and Innovation

Course overview for exchange

<table>
<tr><td colspan="2" align="center">1st semester (Autumn semester)</td></tr>
<tr><td colspan="2">ECTS: 30
Start-and end dates: Mid-August – End of January
Courses:
Specialty courses (15 ECTS)
Common Module (15 ECTS)
Modules are fixed and students cannot choose other subjects.
Students will receive 30 ECTS points – no more and no less.</td></tr>
<tr><td align="center">Course</td><td align="center">Purpose</td></tr>
<tr><td>Specialty courses
15 ECTS</td><td>Calibrate your Compass – Egopreneurship
5 ECTS

The purpose of the course Calibrate Your Compass is to qualify students to work methodically with analysis, development and assessment of project and/or business opportunities based on sustainability and their own (entrepreneurial) mindset – both as an entrepreneur and/or as an intrapreneur.</td></tr>
<tr><td></td><td>Design for Change
5 ECTS

The purpose of the Design for Change course is to qualify students to take part in and use their professional knowledge in complex, sustainable, circular and socially-oriented design solutions. They should do so using cutting-edge technology and methods that address challenges related to Social Entrepreneurship/Design for Social Innovation (DSI).</td></tr>
<tr><td></td><td>Ideation and Conceptualisation
5 ECTS

The purpose of the course Ideation & Conceptualisation is to qualify students to plan, facilitate and manage creative processes in cooperation with existing organisations or in projects initiated by themselves. Through the course, students should also become qualified to work with and develop the output of the processes as well as present and communicate new and value-creating and sustainable concepts.</td></tr>
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Common module 1: Design and Business Project 15 ECTS	**The Design & Business project** consists of three subject elements Design, Business and Technology. The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis. Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions. The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's business model for the purpose of developing innovative and sustainable business concepts. The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping which contribute to the green transition of the industry. Research design, data analysis and use of data should ensure validity in the development of solution models.

2nd semester (Spring semester)

ECTS: 30
Start-and end dates: End of January – Very end of June
Courses:
- Common module (15 ECTS)
- Specialty course (10 ECTS)
- Electives (5 ECTS)

Modules are fixed and students cannot choose other subjects.
Students will receive 30 ECTS points – no more and no less.

Course	Purpose
Common module 2: Explore the Industry – Conscious Innovation 15 ECTS	**Explore the Industry** consists of three subject elements Design, Business and Technology. The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis. Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions. The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's

	business model for the purpose of developing innovative and sustainable business concepts. The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping which contributes to the green transition of the industry. Research design, data analysis and use of data should ensure validity in the development of solution models.
Specialty courses 10 ECTS	**Business Development** 5 ECTS The purpose of the course Business Development is to qualify students to further develop and prepare plans for growth of business ideas, concepts, business units or companies. Furthermore, students should be able to develop reliable business plans for that they can present to investors and/or stakeholders.
	The Academic Approach 5 ECTS The purpose of the course The Academic Approach is to qualify students to practice self-management when writing assignments and to independently analyse and make choices about theory of science and methods when writing papers. D
Electives 5 ECTS	**Experience Design** 5 ECTS The purpose of the elective Experience Design is to qualify students to re-design experiences for experience concepts. Moreover, students should be able to communicate the new experiences and their value. The course works with the concepts of co-design, co-creation and co-experience.
	Data-driven Business Development 5 ECTS The elective aims to qualify students' understanding of data-driven business development. Therefore, students should gain knowledge about central trends, tools and analytical techniques for processing and using data for assessing and developing sustainable business opportunities.
	Digital Sales 5 ECTS The elective uses an analytical, conceptual, creative, commercial and mediated approach in working with digital sales and marketing of companies. Moreover, the course focuses on students developing an innovative and sustainable mindset.