



UNIVERSITY OF GOTHENBURG

Faculty Board of Fine, Applied and Performing Arts

KFD 555, Business Analysis with an Emphasize on Contracts and Immaterial rights in Design, 7.5 higher education credits

Företagsanalys och avtals- samt immaterialrätt inom designområdet,
7.5 högskolepoäng

Avancerad nivå/Second Cycle

1. Confirmation

The course syllabus was confirmed by the Faculty of Fine, Applied and Performing Arts on the 25th January, 2011, and will apply from the 18th November, 2010, until further notice.

Educational area: Design 100%

Major

Level

Business and Design

Advanced level/only prerequisite(s) is/are
course(s) at a basic level

Department responsible: School of Design and Crafts (HDK).

2. Position in the educational system

The course is included in the Master programme, Business & Design, as a mandatory course. It is also given as an elective course as well as a single subject course at advanced level.

3. Entry requirements.

Students admitted to the Master programme in Business & Design are guaranteed placement on the course. Remaining applicants are required to have an academic degree of 180 credits or the equivalent from an internationally recognized university.

4. Course content

The course is made up of two parts:

A. Business Analysis: The first part of the course aims to:

- Give students the basic knowledge of how a company is analyzed based on its annual report. The starting-point being its balance sheet and income statement, together with different stages where figures and ratios are chosen in order to make a financial prognosis.
- Give students a practical insight into a company's design work.

The course's company analytical part is of an empiric nature, which means that students will work in groups with the analysis of companies throughout the course. The analysis will begin with the annual report and later move on to study the company empirically with a focus on their design process.

The course consists of an intensive start-up phase in which, e.g., the basic stages in a company analysis are highlighted and a company hearing with five design companies is included. After which group work will be done at a company that will be continually checked and reported to the course coordinators.

B. Contract and Intellectual Property Law

The course aims to give a basic understanding for contract law and contracts concerning product development and design can be used in order to control and support the design and product development process. It has a problem-oriented starting-point and especially deals with problems of contract law in relation to the business context and current sources of law.

The course will include lectures and negotiation games at which students by means of active participation and, with the use of legal argument in a business context, will negotiate a contract of design and product development as well as negotiating in a dispute situation in order to reach conciliation.

The intellectual property law part of the course aims to give a basic understanding of the critical part that intellectual property rights (patents, copyrights, industrial designs and trademarks) have in the commercialization process. It also intends to give a basic understanding of contract law.

The course will give, among other things, an overall knowledge of intellectual property laws, of the things relating to an employee's inventions and how to deal with intellectual property conflicts together with strategies for choosing protective methods and for dealing with competitors and partners.

Teaching consists of lectures together with exercises. The practical elements of the course are significant. Each student will have to carry out various strategic considerations, evaluate contracts, etc.

5. Outcomes

After course completion, the student should be able to:

Knowledge and understanding

- Be able to present the most important ratios and economic models that are used within company analysis and how these can be used in order to make a financial prognosis of a company,
- Be able to show how a company's design work is analyzed from a financial perspective,
- Be able to present the intellectual property laws together with how these can be used in order to create a strong competitive position,
- Present the most important contractual regulations.

Proficiency and ability

- Carry out a basic analysis of a company's annual report and design work.
- Strategically use the law as a natural part of design activities.

6. Required reading

See separate literature list.

7. Assessment

The course will be examined continuously through active participation in scheduled lectures, seminars and reviews as well as through submission of reports, and the carrying-out of presentations and practical exercises. Students have the right to a change of examiner, if practically possible, after having failed the same examination twice, and such a request should be sent in writing to the department.

8. Grading scale

Levels of grades for the course are Fail (F), and Pass (P).

Grades are awarded by the course teacher in consultation with participating seminar teachers and tutors. Students who fail twice have the right to request that another teacher is chosen to evaluate their grade, and such a request should be sent in writing to the department.

9. Course evaluation

The course will be evaluated by group discussions together with the course teacher, as well as individually, and in writing after course completion via GUL.

10. Additional information.

The languages of instruction are Swedish and English.