



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE12E Inrednings- och butikskommunikation, examensarbete (högskoleexamen), 15 högskolepoäng

1FE12E Interior Design and/or Visual Merchandising, Degree Project (University Diploma), 15 credits

Main field of study

Design, Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1E

Date of Ratification

Approved 2012-05-30

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

For admission to the course the student is required to have passed 70 credits of a total of 105 credits, within the Programme of Interior Decoration

Objectives

After completing this course the student is expected to:

- analyse and problematise a chosen situation with adherence to the programme of interior decoration and visual merchandising
- develop a suggested solution within the areas of visual merchandising and interior decoration
- create logical argumentation for the chosen solution. This argumentation should be written as well as visual
- create logical argumentation for the chosen solution from both business and design perspectives

Content

1. Develop an outline to a project of their own
2. Implementation of the creative work and the arguments for it, this in a written report as well as a practical solution
3. Presentation of the work in an exhibition and seminar

Type of Instruction

Introductory lessons about the way to work with the project. Tutoring in groups while the project is developed. Examination seminar with opposition.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

A degree project that is not assessed to possibly fulfill the requirements at the final tutoring is recommended not to be treated at the originally scheduled final seminar. The thesis has to be reassessed at a new final review and considered fulfilling the necessary requirements in order to be presented at a later final seminar.

Examination is made on the final project presentation.

The project will be assessed from a design perspective as well as a business administration perspective.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Jacobsen, Dag Ingvar, *Vad, hur och varför?* Lund, Studentlitteratur, latest edition

Reference literature

Landqvist, Jan, *Vilda idéer och djuplodande analys: om designmetodikens grunder*, Stockholm, Institutionen för industridesign, Konstfack: Carlsson, latest edition

Solomon, Michael R., *Consumer behaviour- A European perspective*, latest edition

Tongeren, Michel Van *Retail Branding. From stopping power to shopping power*, Amsterdam, BIS Publisher, latest edition

Österlin, Kenneth, *Design i fokus för produktutveckling. Varför ser saker ut som de gör?*, Malmö, Liber ekonomi, latest edition

In addition to the literature above the students are supposed to read further 200-400 pages of literature. This literature will be chosen by the students themselves together with their supervisor.