



Programme syllabus

School of Business and Economics

Inrednings- och butikskommunikation, 180 högskolepoäng

Interior Decoration and Visual Merchandising, 180 credits

Level

First Level

Date of Ratification

Approved 2016-03-08

Revised 2015-02-18 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2016

Prerequisites

General entry requirements and Civics A, English B, Mathematics B or Civics 1b / 1a1 + 1a2, Mathematics 2a / 2b / 2c (Field-specific entry requirements 4/A4). General entry requirements and Civics A, Mathematics B, English B

Description of Programme

The programme for Interior Decoration and Visual Merchandising aims to educate qualified decorators and visual merchandisers with skills that are suitable to their future professions in a global market. The intention is for students to acquire knowledge in both design and business administration, thus creating an ability to place the role of the interior decorator and visual merchandiser in a business context; mainly within retail.

The programme is carried out in close cooperation with businesses and public organisations, in the form of joint workshops and degree project.

This means that students have a continuously updated and clear picture of what it means to work as a professional interior decorator and visual merchandiser. The programme is included in international networks within design and visual merchandising, which provides students with the possibility of carrying out studies abroad for one semester. What is more, the institution can participate in the interantional discussion within the research field, in a broad perspective.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance:

Knowledge and Understanding

Students of the Bachelor of Science programme should

- demonstrate knowledge and understanding within the main field of study for the education, including its scientific basis; knowledge of applicable methods within the field; specialised studies within some part of the field, as well as demonstrate an awareness of current research questions.

Skills and Abilities

Students of the Bachelor of Science programme should

- demonstrate the ability to seek, compile, evaluate and critically interpret relevant information in their approach to a problem as well as critically discuss phenomena, issues and situations,
- demonstrate the ability to independently identify, formulate and solve problems as well as carry out assignments within a given time frame,
- ?- both verbally and in writing, demonstrate the ability to account for, and discuss, information, problems and solutions in dialogues with different groups, and
- demonstrate the ability to identify their need for further knowledge and to develop their competence.

Judgement and Approach

Students of the Bachelor of Science programme should

- within their main field of study, demonstrate the ability to make assessments with regard to relevant scientific, societal and ethical aspects,
- demonstrate an understanding of the role of knowledge in society as well as an understanding for peoples' responsibility for how this knowledge is used, and
- demonstrate the ability to identify their need for further knowledge and to develop their competence.

Programme specific objectives are as follows:

- demonstrate an ability to utilise artistic expression in a business context.

Content

Organisation

The programme is offered by the School of Business and Economics.

There is a programme coordinator at the School of Business and Economics who has overall responsibility for the programme. There is also a programme coordinator for the subject of design, at the Institution for Design, who also coordinates contact with businesses, as well as a programme board consisting of student representatives and programme coordinators. There is also a programme group consisting of teachers of the programme.

Programme Overview

The Interior Design and Visual Merchandising programme is made up of three years full-time study.

Design and business administration, with focus on marketing, permeates the entire education and deals with the relationship between businesses/organisations and the surrounding world as well as demonstrates how these can satisfy needs, wishes, demands and requests on different markets. The forms of teaching vary within and between the different courses, where focus shifts between problem-based learning based on open case studies and theoretical analytical studies. The first year consists of basic business administration studies, basic design studies, introduction and placement. The second and third year offer continued studies in business administration and interior design and visual merchandising; possibly with other relevant subject areas as an option, as well as placement and a final degree project in business administration.

Programme Courses

Year 1, base block

Basic business administration, 30 credits, level GIN, a)

Basic design studies within interior design and visual merchandising, 30 credits, level GIN obligatory, b)

Year 2,

Business administration II, 30 credits, level GIF, obligatory, a)

Design studies within interior design and visual merchandising II, 30 credits level GIF, obligatory, b)

Year 3

Autumn

Programme-related elective courses, 22.5 credits, obligatory, c)

Design studies within interior design and visual merchandising III, 7.5 credits, obligatory, b)

Spring

Internship, 7.5 credits, obligatory, b)

Method, 7.5 credits, obligatory, a)

Degree Project 15 credits, G2E, obligatory, a)

a) Relate to the main field of study, Business administration

b) Relate to the subject of Design with specialisation in Interior design and visual merchandising

c) 22.5 credits elective courses within Business administration, Science among others.

At least 7.5 of these credits should be in Business administration, specialisation Marketing or Management. Courses should be chosen in consultation with the programme coordinator for the Interior Design and Visual Merchandising.

Guidelines for choosing elective courses:

For a degree project in Business Administration as a main field of study, at least 90 credits should be obtained through courses in the subject of Business Administration and at least 75 credits through courses in the subject of Design.

During year one, courses in Business Administration contain bases within organisation and leadership, marketing, financial control and project management. Design studies within Interior Design and Visual Merchandising contain bases within design history, design formation, visualisation techniques and interior design. The design courses are connected to practical applications. During year two, courses in Business Administration contain brand management, consumer behaviour, experience and sensory marketing as well as design management. Design Studies within Interior Design and Visual Merchandising contain visual merchandising as well as a specialisation in commercial identity and applied marketing. The design courses are connected to practical applications and contain elements of placement. The third year contains elective courses within, for example, Business Administration, Design, Media and Communication Science (see point c above). The third year concludes with placement and a method course as well as a degree project.

Courses may run in a different order.

External Contacts

The practical elements, which are carried out in collaboration with businesses, play a central part in the education.

There are practical elements in several of the courses in the education, which are carried out at companies. During the education, students gain regular contact with professionals within the fields of interior design and visual merchandising. Industry players are an integrated part of the education by acting as guest lecturers, project managers, providing placements as well as participating in seminars and workshops. The education has a number of partner, and placement, companies connected to it, which give students the possibility of practical knowledge and experience that is valuable in working life.

Studies Abroad

Students have the opportunity to place their studies 5th semester at another university abroad. Course choices are made in consultation with the program. If wishes and opportunity exists, students on their initiative, internship and thesis abroad. The students offered to take part in the entire range of agreements with foreign universities that are in the Linnaeus University.

Perspectives in Education

The program provides the prerequisites for a commercial interior designer and visual

merchandiser to, in an experimental and innovative way, develop conceptual solutions that communicate companies and their business idea. During the course of the education, identity formation processes are analysed and discussed. In the global commercial room, an interior designer and visual merchandiser have an ever-present role, to identify, consider, question, interpret and articulate current trends, tendencies, political and economic events, as well as articulate these to the existing gender, social, ethnic, durable, and cultural dimensions of society. Internationalisation is an important part of business development and the power of global competitiveness is discussed and analysed during the programme. The programme educates for professions in a global labor market, and a large part of the literature is English with international authors. Some courses and course components can be given in English.

Quality Development

The programme co-ordinator is responsible for the quality of the programme; everything from individual contact with students to course and programme development. The programme has an advisory body consisting of student representatives from every year who are active in quality assurance issues. Advisory work is led by the programme co-ordinator. Student representatives from the School of Economics' education programme are also a part of the institutional board and important work groups, where quality assurance is a natural feature.

Degree Certificate

Following completion of studies fulfilling the requirements as stated in the Higher Education Ordinance degree ordinance and the local degree ordinance for Linnaeus University, the student can apply for the award of the degree.

Students who have pursued studies in Interior Design and Visual Merchandising 180 credits may obtain the following degree:

Bachelor of Arts with specialisation in Interior Design and Visual Merchandising (Main field of study: Business Administration)

The degree certificate is bilingual (Swedish/English). The degree certificate will be accompanied by a Diploma Supplement (English).

Obligatory courses are required for the above degree

Other Information

Every student can expect material and travel expenses of approximately 2000 Swedish Kronor per semester