

IED DIPLOMA

BUSINESS DESIGN

Study Plan



BUSINESS DESIGN

Three-Year Course Diploma

IED Diplomas provide training on specific fields of Management for Creative Industries and Visual Communication. An exclusive education, focused on the new needs of the current market, and that proves the prestige of the school in the professional sector.

+100 nationalities

50 years of experience

100% worldwide network

11 centres all over the world

10,000 students every year

+1000 agreements with companies



GENERAL INFORMATION

language: English

credits: 180 IED Credits*

duration: 3 years

hours: Monday to Friday, full time

calendar: October - June

* The educational planning for all IED Diploma courses is aligned with the criteria established by the European Higher Education Area (EHEA). The IED Diploma program has adopted a credit structure that follows the European Credit Transfer System (ECTS). The IED Diploma is a private degree.

**The course contains 20 weekly hours of lectures/lab tuition. Class attendance is compulsory.

WHY STUDYING BUSINESS DESIGN AT IED BARCELONA?

“Business Design is a highly innovative and very unique undergraduate diploma that bridges the gap between design, business and technology.”

Would you like to take a course that develops your creative skills, but you don't want to commit to any particular artistic discipline? Do you like the field of design but have never studied any methodology? The corporate world is currently using creative skills to develop products, services and business models that meet the needs of a constantly changing society. Some of the best companies have added design methodologies to set their corporate direction and strategies in order to innovate.

The course in Business Design is an IED Barcelona educational response for the challenges of a global market where user-oriented companies, consulting firms, design studios and communication agencies need professionals who are able to combine design, business, and technology, with an entrepreneurial mindset, in order to develop new solutions. It is a highly innovative and unique undergraduate course that bridges the gap between design, business and technology and that trains the creative professionals of the future. It gives students an exciting opportunity to develop themselves in a very creative, practical, professional-like as well as interdisciplinary and international learning approach together with teachers who are renowned practitioners and while working on real challenges.

WHO IS BUSINESS DESIGN FOR?

Applicants should have a genuine interest in Design and Business, as well as the willingness to work in interdisciplinary and cultural diverse teams.

Freshfaces Model Agency, Best IED Thesis Management, Alex Nikolov and Farida El Henawy.



WHERE WILL BUSINESS DESIGN STUDENTS WORK AFTERWARDS?

After finishing the course, the students will be able to design and manage innovation strategies addressed to value creation and increasing profitability.

Their training will allow them to manage the uncertainties of the future and develop an entrepreneurial mentality, applying the design process through the several stages involved.

They will have the skills needed to work internationally in service design, strategic design, innovation, entrepreneurship and also in the field of communications, whether within a company, directly or from a consultancy or strategic design studio, or even creating their own company.

MAIN JOB OPPORTUNITIES

Design Strategists,
innovation managers,
service designers,
communication designers,
entrepreneurs, etc.





METHODOLOGY

The IED Diploma in Business Design offers students the opportunity to grow by using a very practical and creative learning methodology. Students alternate between stages of “diverging” work, in which they have to learn to analyse the context in which they are operating, identify opportunities and generate ideas, and stages of “converging” work, in which they have to find and propose solutions, validate them and implement them, following the Design Thinking process.

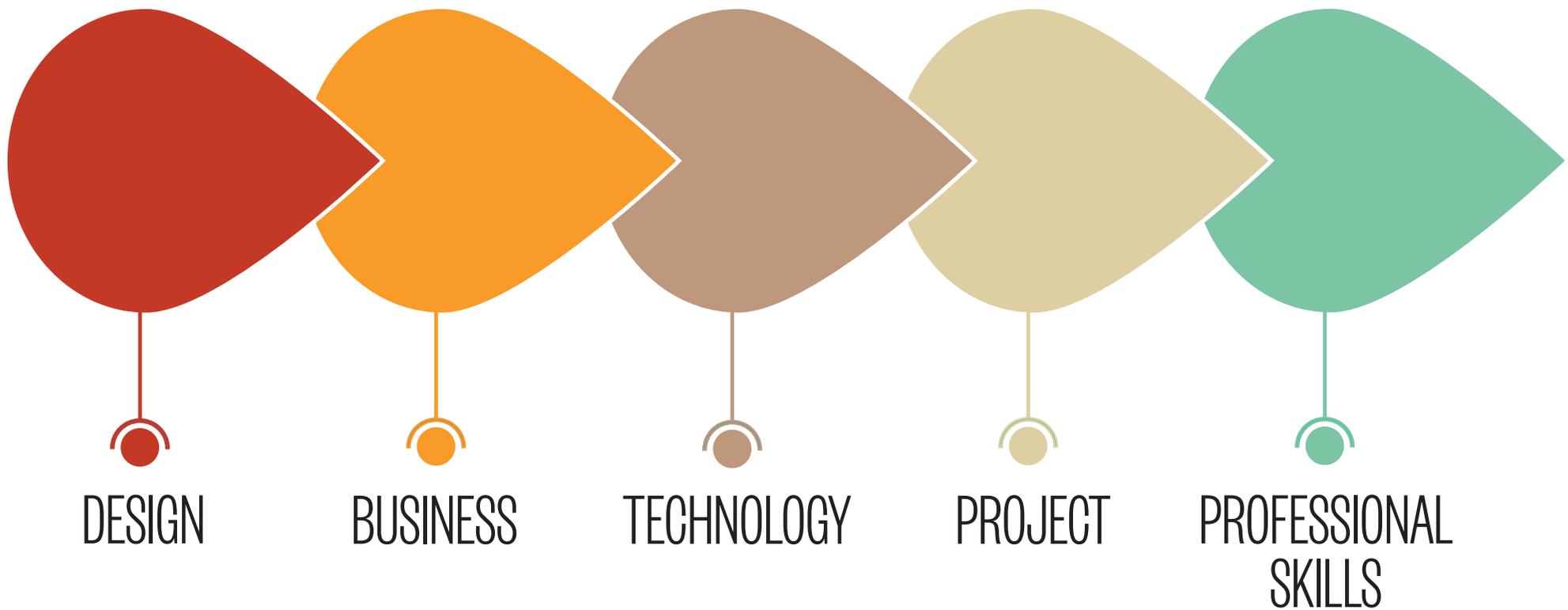
Hands-on learning is therefore an integral part of the students’ experience, as they are asked to participate actively in in-class activities, constantly moving between theoretical input and practical exercises. All of this takes place in an interdisciplinary, international environment that encourages alternating between individual work and reflection and collaborative team work. All the lecturers of the course are working professionals who deal with real-world

challenges in industry.

This IED Diploma is based on the learning by doing methodology. It trains students in different skills, especially critical and strategic thinking, opportunity identification, creativity, prototyping of ideas and concepts, and project management, in order to achieve the required ability to be adaptative in the current changing environment, in which collaboration and communication are key.

DISCOVER THE NEW BUSINESS DESIGN

Through a hands-on approach, the worlds of design and management merge to set the foundation for future professionals who will be able to identify business opportunities, generate innovative ideas, and transform them into useful, feasible, and viable solutions. The program is structured on five interconnected formative modules:



FIRST YEAR

focus on

DESIGN, BUSINESS AND TECHNOLOGY FOUNDATIONS

TOTAL IED CREDITS: 60

Module Credits* Semester Subjects

17 IED CREDITS

DESIGN

DESIGN FUNDAMENTALS

**Design Fundamentals / History of Design
Communication Design / Visual Thinking**

DESIGN PROCESS

Introduction to MacroTrends / Design Thinking

PROTOTYPING

Introduction to Product Design

USER CENTERED DESIGN

Introduction to Sociology

20 IED CREDITS

BUSINESS

INNOVATION

Innovation Fundamentals / Social Innovation

MANAGEMENT

Business Strategy / Introduction to Finance Legal Aspects

MARKETING AND COMMUNICATION

**Introduction to Marketing and Communication
Semiotics of Communication**

5 IED CREDITS

TECHNOLOGY

APPLIED TECHNOLOGY

Introduction to Coding

DIGITAL MANAGEMENT

Technology Evolution

8 IED CREDITS

PROJECT

ENTREPRENEURSHIP

Project I

PROJECT MANAGEMENT

Introduction to Project Management

10 IED CREDITS

PROFESSIONAL SKILLS

COMPUTER TOOLS

Excel I / Graphic Computer Tools

IMAGE & VIDEO

Photography / Image Editing

PERSONAL DEVELOPMENT

Public Speaking

DESIGN



The design module, in the first year of this course, will focus on introducing the foundations of this discipline in order to provide students with a solid base as well as to prepare them to effectively work with graphic, product, and user experienced designers during their professional careers.

DESIGN FUNDAMENTALS

History of Design prepares students to understand the origins and evolution of this discipline while **Design Fundamentals** introduces them to design culture and processes by a multidisciplinary perspective. Students also acquire

a comprehensive understanding of graphic design through the courses in **Communication Design** and **Visual Thinking**, in order to express their ideas in a visual, clear and compelling way.

DESIGN PROCESS

In **Introduction to MacroTrends** students learn what global trends are, their different types and how to identify and define them. **Design Thinking** will enable them to discover desired solutions to complex problems.

PROTOTYPING

The hands-on approach that characterizes this course will start in the first year with and **Introduction to Product Design** where students will learn how to ideate and create innovative products as well as the main characteristics of the materials they can use.

USER CENTERED DESIGN

Introduction to Sociology allows students to better understand human and social behaviours in order to design products, services, and strategies based on people's needs.

The business module, in the first year of this course, will focus on introducing the foundations of how to define viable and profitable business strategies and solutions. It will guide students in the understanding of the current situation of all different types of existing companies as well as of the evolution of the market in which they are competing.

BUSINESS



INNOVATION

Innovation Fundamentals prepares students to identify new opportunities and generate and select ideas based on those opportunities, while the **Social Innovation** workshop provides an overview of this increasingly relevant type of innovation.

MANAGEMENT

In **Business Strategy** students learn to define the right strategies, the most important differentiators, how to commercialize solutions and obtain returns, while learning how to manage the most relevant legal issues in a company or business in **Legal Aspects**.

At the same time, **Introduction to Finance** provides the tools to analyse profit and loss statements as well as balance sheets of different types of companies, enabling students to assess a company's performance and its business.

MARKETING AND COMMUNICATION

Introduction to Marketing and Communication presents the different models, theories, and tools of marketing and communication, along with their applications in different scenarios.

In turn, **Semiotics of Communication** initiates students in the interpretation of signs in contemporary culture, enabling them to understand and apply those signs.

TECH



The technology module, in the first year of this course, will focus on developing an understanding of how technology is evolving and its possible applications. Students will develop, following a learning-by-doing methodology, the appropriate knowledge and skills to manage and take advantage of those technologies.



DIGITAL MANAGEMENT

The main goal of **Technology Evolution** is to help students develop appropriate tools and skills to understand how technology is evolving and how it can be applied to develop successful and feasible solutions.

APPLIED TECHNOLOGY

Introduction to Coding introduces students to the most used programming languages, such as Python, JavaScript or C++ to help them understand their uses and applications for different types of platforms and needs.

The project module, in the first year of this course, will focus on projects as the core of the innovation process. Students will develop the appropriate skills and competences to manage projects in situations of uncertainty and risk.

PROJECT



ENTREPRENEURSHIP

Project I, following the principle of learning-by-doing, requires students to solve a real challenge and develop a real project. This way, students acquire the appropriate competences and are able to manage any kind of innovation project or company creation.

PROJECT

MANAGEMENT

Through **Introduction to Project Management**, students will start exploring the fundamentals of how to organize and run a project with a team, while also learning how to communicate and work within a group of coworkers.



Project for the Waste Agency of Catalonia. Winner of the Catalonia Ecodesign award. Ioana Crasovan.

SKILLS



The professional skills module, in the first year of this course, will focus on the development of a solid base on which students will follow an adaptive and flexible path of professional and personal growth. Due to globalization, technological evolution and easy access to information, change is nowadays constant and the main difference between outstanding professionals and the rest lies in the ability to adapt, learn and quickly react to complex situations.

COMPUTER TOOLS

Excel I focuses on providing students with a first basic knowledge of this resourceful tool. **Graphic Computer Tools I** initiates students into Adobe Illustrator and InDesign, in order to illustrate with vectors and also work with digital publishing.

IMAGE & VIDEO

In this introductory course of **Photography** students learn the fundamentals of this discipline and how to create high quality pictures to use for their projects and portfolios. Through **Image Editing** they will learn how to use Adobe Photoshop.

PERSONAL DEVELOPMENT

Public Speaking provides students with the necessary tools to deliver efficient and compelling presentations, showing them the strengths and weakness in their expression and how to organise and construct a coherent speech.



SECOND YEAR

focus on

MANAGING DESIGN, BUSINESS AND TECHNOLOGY PROCESSES

TOTAL IED CREDITS: 60

Module Credits* Semester Subjects

13 IED CREDITS

DESIGN

DESIGN PROCESS

Trend Analysis / Design Management

PROTOTYPING

Product Prototyping / Service Design

USER CENTERED DESIGN

Design Research UX/UI - App Development

12 IED CREDITS

BUSINESS

INNOVATION

Lean Startup

MANAGEMENT

Intellectual Property / Finance II

MARKETING AND COMMUNICATION

Branding / Digital Strategy

10 IED CREDITS

TECHNOLOGY

APPLIED TECHNOLOGY

Introduction to Arduino and Sensors

DIGITAL MANAGEMENT

Social Media

11 IED CREDITS

PROJECT

ENTREPRENEURSHIP

Project II / Interdisciplinary Project

PROJECT MANAGEMENT

Agile Management / Budgeting

14 IED CREDITS

PROFESSIONAL SKILLS

COMPUTER TOOLS

Excel II / Typography

IMAGE & VIDEO

Video Techniques

PERSONAL DEVELOPMENT

Elevator Pitch / Negotiation

DESIGN



The design module, in the second year of this course, will focus on managing the design process in order to provide students with a solid knowledge on how to develop projects as well as on how to design from a user centered (or human centered) perspective.

DESIGN PROCESS

Trend Analysis deepens the understanding of global trends and provides students with tools to identify opportunities, define possible future scenarios and provide concrete and innovative solutions based on those scenarios.

Design Management teaches students to develop and work on a design project, from the writing of a design brief to the setting up of the work team, while following the process to achieve the desired results and to measure their impact.

PROTOTYPING

The course's hands-on approach evolves with **Product Prototyping**, where students learn to build innovative products with sustainable materials. **Service Design** provides the tools to design meaningful and sustainable end-to-end services.

USER CENTERED DESIGN

Design Research acquaints students with the most relevant research techniques and tools and how to combine them to achieve an understanding of the user's needs.

UX/UI - App Development provides students the fundamental knowledge about interactive design and user experience to enable them to use different interfaces and create different experiences for the users.

The business module, in the second year, will focus on reinforcing the basic skills acquired during the first year in terms of finance, alternative finance, and legal aspects. As for communication, a special attention will be put on digital communication and branding while the innovation part will focus on discovering the Lean Startup methodology.

BUSINESS



INNOVATION

Through **Lean Startup** students are introduced to this renowned method for developing businesses and products based on development cycles, validating learning as well as iterations throughout the process.

MANAGEMENT

Finance II combines the deepening of the knowledge acquired in the previous year, enabling students to analyze and manage every kind of project from the financial point of view, with the discovery of new financing alternatives, out of the traditional banking

systems, such as business angels or crowdfunding. Simultaneously, students discover and learn how to manage the edges of **Intellectual Property**, its most noteworthy aspects and fields of application.

MARKETING AND COMMUNICATION

Through **Branding**, students make use of the already acquired knowledge in Marketing & Communication and develop a complete brand design strategy. Due to the fact that digital communication is becoming more and more

important nowadays, in **Digital Strategy** students are taught how the different digital channels work and how to create meaningful and attractive content for multiple platforms.

TECH



The technology module, in the second year of this course, will focus on deepening the knowledge acquired during the first year and starting exploring the use of open-source software like Arduino and sensors, while providing a new perspective on Social Media and its possibilities.

DIGITAL MANAGEMENT

In **Social Media** students explore the most used ones, in order to understand their fundamental role in the development of a business strategy and how to define a coherent plan for each of them.

APPLIED TECHNOLOGY

A very practical course on **Arduino and Sensors** introduces students to the use of this extremely flexible and versatile operating system that can be largely used in prototyping processes.



Final project for Port de Barcelona, in which the Facebook Messenger Chatbot service was incorporated as a tool for information and customer service. Erna Rán Jóhannsdóttir and Natalia Ruiz.

The project module, in the second year of this course, will focus on helping students to develop the appropriate skills and competences to manage projects in multidisciplinary environments, which require them to establish an effective dialogue with designers from other fields in order to achieve desirable and innovative solutions.

PROJECT



ENTREPRENEURSHIP

As in the previous course, **Project II** requires students to solve a real challenge and develop a real project applying the skills acquired throughout the course. On the other hand, the **Interdisciplinary Project**, which works on a brief presented by a real

company, gathers students from different fields of design to create a solution to respond to the company's needs, whether in terms of innovation, graphic identity, or product design.

PROJECT MANAGEMENT

An introduction to **Agile Management** leads students to the discovery of this very useful and effective method for delivering products and managing projects and teams based on iterative and incremental cycles, while **Budgeting**

shows students the relevance of an appropriate budget for a successful innovation project. Moreover, they learn how to provide and manage a comprehensive and complete budget for any type of project or business.



Final project for Lékué. Beatriz Melo and Gabriela R. Randazzo.

SKILLS



The professional skills module, in the second year of this course, will focus on deepening the students' knowledge both in computer and digital graphic tools as well as in video techniques. On the soft skills side, negotiation and the ability of performing a good elevator pitch will be both trained in order to help students develop an entrepreneurial mindset.

COMPUTER TOOLS

Through **Excel II** students will become advanced users of this tool being able to write pivot tables and reporting, macros, conditional formatting and so forth. In **Typography** students learn about the evolution of typography

and how it changes due to historical or cultural reasons, but also deepen their knowledge of Adobe Illustrator in order to produce graphic and typographic elements to match and better present their projects.

IMAGE & VIDEO

In **Video Techniques** students explore the most used video editing tools and softwares in order to produce good quality material for their projects and presentations.

PERSONAL DEVELOPMENT

In **Negotiation** students learn, in a practical and entertaining way, how to be effective while negotiating and how to end up with win-win situations.

Through **Elevator Pitch** they learn how to present their project effectively in a very short time and how to successfully convince the audience.



THIRD YEAR

focus on

DEFINING DESIGN, BUSINESS AND TECHNOLOGY STRATEGIES

TOTAL IED CREDITS: 60

Module Credits* Semester Subjects

13 IED CREDITS

DESIGN

PROTOTYPING

Service Prototyping

USER CENTERED DESIGN

Behavioural Design

12 IED CREDITS

BUSINESS

INNOVATION

Managing Innovation

MANAGEMENT

Distribution Systems

6 IED CREDITS

TECHNOLOGY

DIGITAL MANAGEMENT

Big Data & Visualization / Technology Roadmap

6 + 30 IED CREDITS

PROJECT

PROJECT MANAGEMENT

Pre-Thesis

THESIS

Thesis

14 IED CREDITS

PROFESSIONAL SKILLS

COMPUTER TOOLS

Graphic Computer Tools II

PERSONAL DEVELOPMENT

Personal Branding

DESIGN



The design module, in the third year of this course, will focus on defining solid design strategies implementing all the knowledge acquired during the previous years and focusing on service prototyping as well as in exploring behavioural design.

PROTOTYPING

Service Prototyping is a hands-on course where students, based on the previous knowledge acquired in Service Design, prototype the services ideated.

USER CENTERED DESIGN

In **Behavioural Design** students will learn how to design to positively influence human behaviours, in a responsive way, in order to meet the needs and requirements of the user.



The business module, in the third year of this course, will focus on how to manage innovation effectively in order to answer to the constant changes of the market and how to launch and commercialize the new proposed solutions.

BUSINESS

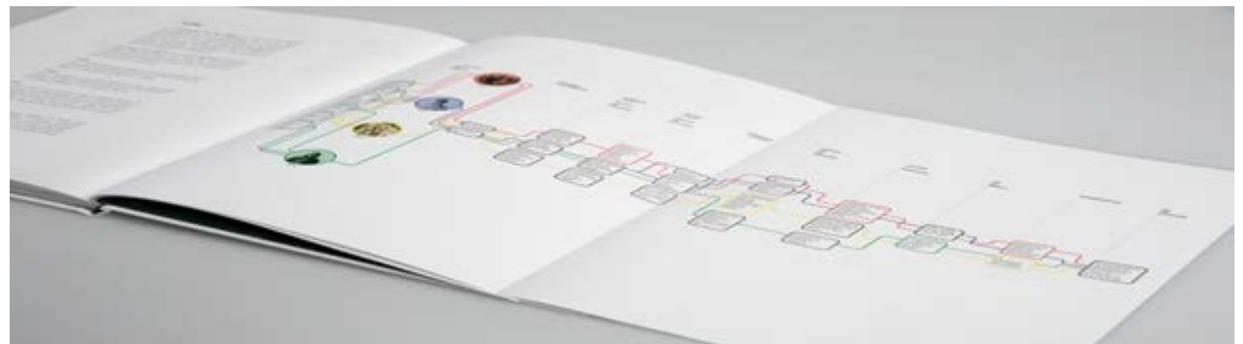


INNOVATION

In **Managing Innovation** students gather all the skills previously acquired and explore how to effectively manage the innovation process and create an innovative culture in companies and organizations.

MANAGEMENT

In **Distribution Systems** students learn how to design the best commercialization strategies for any solution developed by the company.



Final Project for Port de Barcelona. Juanita Villamizar and Ioana Crasovan.

TECH



The technology module, in the third year of this course, will focus on how to manage, analyse and visualize data in order to extract relevant insights and trends, as well as to learn how to define a technology roadmap.

DIGITAL MANAGEMENT

The amount of relevant information generated on a daily basis has now surpassed the traditional systems, and through **Big Data and Visualization** students are able to read, understand and extract the most relevant data for their projects, as well as to reflect

it in a comprehensible and useful format, becoming a tool for decision-making and strategy. On the other hand, **Technology Roadmap** helps students to identify new technological opportunities and develop effective and sustainable strategies from a business perspective.



Words, a project by Junior González, Milena Rosés, and Danae Fischer for Sónar+D.

The project module, in the third year of this course, will be focused on project development in two separate stages. Throughout the first term, students will work on a project that will require them to apply the skills acquired during the previous years. The second term will be focused on the final project, for which students will work with a real company and a real brief, developing innovative, feasible, and suitable solutions.

PROJECT



PROJECT MANAGEMENT

The **Pre-Thesis** project prepares students for the **Thesis or Major Project**, which is made in cooperation with a company or organization that provides students with a real challenge to work on. In order to successfully

complete the Thesis or Major Project, students are requested to apply the tools and methodologies learnt during the three years of the Business Design course.



Final projects for Lékué, Port de Barcelona and Model Management. (left to right) Beatriz Melo and Gabriela R. Randazzo; Juanita Villamizar and Ioana Crasovan; Alex Nikolov and Farida El Henawy.

SKILLS



The professional skills module, in the third year of this course, will focus on deepening the students knowledge in digital graphic tools while, on the soft skills side, will help them defining an unique and efective professional identity.

COMPUTER TOOLS

Through **Graphic**

Computer Tools II students refine their skills both in Adobe Illustrator and Adobe InDesign.

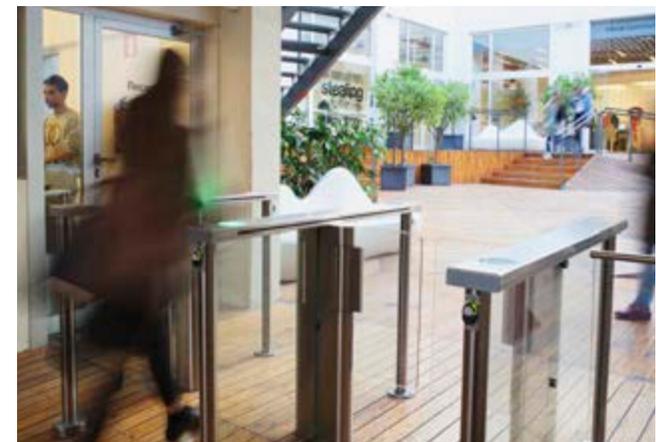
PERSONAL DEVELOPMENT

The purpose of **Personal Branding** is to develop the appropriate competencies and skills for the identification, creation, and management of the students' professional identity.



ADMISSION AND REQUIREMENTS

DIPLOMA	REQUIREMENTS	ADMISSION PROCESS
<p>IED DIPLOMA (3 Years)</p>	<p>HIGHSCHOOL (Diploma or Equivalent)</p>	<p>Interview with the Orientation and Admission Department together with the Area Director (in person, Skype or phone). Submission of a written essay (500-600 words).</p>



ALUMNI (STUDENTS WORK OR HAVE WORKED WITH): **International Atomic Energy Agency, DGTL Festival, New Entrepreneurs Foundation, ZOOM PR, MADE Magazine, Coworking Tapai, Ciclus by Tati Guimarães, Agilent Technologies, Hewlett Packard, S/Cavoli, View Management, WGSN, Mango, Reebok, Equipo Singular, Diesel Iberia, Levi Strauss Iberia, H Magazine, Inditex, XXL Comunicación, etc.**

NOTES:

