



Module 4B / Semester 2:	
Title of the course	Design and Markets
Coordinator of the course:	Reza TADAYONI/ Anders HENTEN
Objectives	<p><u>Students who complete the module:</u></p> <p>Knowledge</p> <ul style="list-style-type: none"> - Must be able to understand technology as socio-technical systems where the context of use is pivotal for the value of communication, media and information (CMI) technologies - Must have knowledge on new organizational forms, new business concepts and changes in the market conditions together with new methods for involving users in the design of communication, media and information technology solutions <p>Skills</p> <ul style="list-style-type: none"> - Must be able to identify and apply relevant theories for the synthesis and evaluation of the studied situation - Must be able to apply knowledge of green ICT and managerial economics as presented in the mandatory semester courses - Must be able to identify situations of CMI technology related implications for the market - Must be able to analyse the conditions and implications of use of communication, media and information technologies for individual users, groups, organizations and society by drawing on technical, organizational and techno-economic perspectives <p>Competencies</p> <ul style="list-style-type: none"> - Must have the competencies to distinguish between design and market implications at individual, group, organizational or societal level - Must have the competencies to perform and analysis of the conditions and implications of communication, media and information technologies in a specific market context - Must have the competencies to combine theories from different technology, organizational and socio-technical areas to create a multi-faceted understanding of the □problem□ - Must have the competencies to focus on a particular situation of use or a new phenomenon related to new CMI technologies; it could be the conditions and implications related to an organization engaging in outsourcing, or it could be the conditions and needs for new standards
Workload: ECTS	15 ECTS Credits

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.