JÖNKÖPING UNIVERSITY
School of Engineering

COURSE SYLLABUS
Strategic Design and Leadership, 7.5 credits

Strategisk design och ledarskap, 7,5 högskolepoäng

Course Code:	TSLR25	**Education Cycle:**	Second-cycle level
Confirmed by:	Dean Mar 1, 2024	**Disciplinary domain:**	Technology
Valid From:	Jan 1, 2025	**Subject group:**	IF1
Version:	1	**Specialised in:**	A1N
		Main field of study:	Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall:

Knowledge and understanding
- show familiarity with concepts within leadership and management
- demonstrate comprehension of different strategic design concepts

Skills and abilities
- demonstrate the ability to identify and formulate (digital) innovation potentials
- demonstrate skills of planning and creating a business pitch
- demonstrate skills of handling group diversity and building functional teams
- demonstrate skills of applying design thinking methodologies

Judgement and approach
- demonstrate the ability to critically analyse and evaluate different future scenarios and their impact on people, brands, and services
- demonstrate the ability to critically analyse leadership practices to suggest how they can be further developed or optimized

Contents

In this course students will learn how to take on a leadership role, drive life-centered innovation, and develop competitive advantages using strategic design methodologies, taking into account design and management skills.

The course includes the following elements:
- Design Thinking
- Future casting
- Social Innovation
- Strategic Management
- Storytelling and pitching
- Leadership

- Entrepreneurship and Start-ups
- Business Design

Type of instruction

Lectures and seminars.

The teaching is conducted in English.

Prerequisites

The applicant must hold the minimum of a bachelor's degree (i.e., the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in Informatics, Computer Engineering, Computer Science, or equivalent. Proof of English proficiency is required.

Examination and grades

The course is graded 5,4,3 or Fail.

Registration of examination:

Name of the Test	Value	Grading
Presentation[I]	3.5 credits	5/4/3/U
Seminar	4 credits	U/G

[I] Determines the final grade of the course, which is issued only when all course units have been passed.

Course literature

The literature list for the course will be provided eight weeks before the course starts.