



## Programme: Strategic Design and Entrepreneurship

## Title: Strategic Design and Consulting (Academy & CBS Class)

<b>Semester:</b> 2	<b>Period:</b> spring semester 2024/25 <b>ECTS-points:</b> 15
<b>Contents:</b>  STRATEGIC DESIGN AND CONSULTING (Taught by CBS and Academy)  The students will work in cross-disciplinary teams over the course of a semester-long project with companies selected by faculty. In studio workshops, they will apply theoretical models and their derived tools to the project. This semester is focused on research-based learning of design processes in interaction with real-life stakeholders. Teaching will focus on process consultation and project management providing relevant techniques and models (e.g., business model innovation and practice theories related to architecture and design projects).  The semester is divided into the phases Discover, Define, Develop and Deliver, which form a common methodological framework for all students, regardless of their academic background or field of interest.  Groups develop a strategic plan and/or process outline, using the theory package provided. Feedback and formative evaluation will be given as part of panel sessions with external participants throughout the project process.  The workshops will cover both discussion of theoretical topics and practical design activities as prototyping. Groups will receive supervision on projects from different	<b>Learning Objectives:</b> <ul style="list-style-type: none"><li>• In developing a strategic proposal for, and in collaboration with an organisation, based on the challenge given by the organisation.</li><li>• In executing the project through an appropriate and argued application of design process models and entrepreneurship techniques, in order to develop the project.</li><li>• In developing and apply a plan for engagement, involvement and communication with relevant actors, such as stakeholders and users, in relation to the Academy students work on the strategic project proposal.</li><li>• In clearly and effectively communicating the project proposal and the design processes preceding it.</li><li>• In managing the development of the project, with special emphasis on stakeholder relations; cross-functional team management, time management and effective communication skills.</li><li>• In reflecting on the collaborative work as team, including the students' role as consultants to the organisation.</li></ul>



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angles: From the business/organisational side (CBS), from the practice-oriented side (Organisations) and from the artistic, design-related side (Academy).

During the project process, the students engage in a reflective approach to strategic design and the high complexity of a project process.

The students will work with a narrative approach, learning about mechanisms of storytelling. A central aim is to provide the students with tools for effective communication; how to present a process or a project, and as a tool to understand stakeholders and engage them in dialogue.

## Teaching forms:

TEACHING: The students will be working in cross-disciplinary teams, collaborating throughout the semester. In connection with the case/project, theory and methods will be introduced as it becomes relevant to each group's project process. The teaching will be a combination of intensive studio-based workshops stretching over several days, and group based supervision. The students will learn and reflect through academic analysis, concept development and interaction with professional stakeholders.

Students are expected to actively participate in and contribute to all study activities.

Participating in fellow students critique is expected.

**Attendance requirements:** (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)

## Submission requirements:

Strategic Design and Project Management: written report (max 30 p, depending on group size)



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<p><b>Syllabus:</b> Min. 300 p. titles given in the semester plan.</p> <p>Literature within the following topics:</p> <ul style="list-style-type: none"><li>• Strategic design as concept.</li><li>• Business model innovation.</li><li>• Actor-network theory.</li><li>• Architecture and design theory relevant to projects and project contexts.</li></ul>	<p><b>Method of assessment:</b> Oral examination, 75 minutes</p> <p><b>Grading:</b> Danish 7-point grading scale</p> <p><b>Censor:</b> Internal</p>