

Digital Concept Development 2nd Semester

Programme:

Top up bachelor in Digital Concept Development

Semester:

2nd Semester of top-up programme equal to 5. or 6. semester of a full bachelor degree programme.

Pre-requisites:

A foreign qualification equal to 2-3 years of studies from a similar major, e.g. Business Administration, Multimedia Design and Communication, Computer Science etc.

Availability:

Autumn Semester: (January- June)

Programme information for exchange (Learning Agreement):

For a detailed course description kindly refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>

Semester overview:

	<i>Study Programme at the Receiving Institution</i>			
	Planned period of the mobility: from [month/year] to [month/year]			
Before the mobility		Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits
	DCON2	Communication and Marketing (Mandatory)	Spring	10
	DCON2	Project Management B (Mandatory)	Spring	5
	DCON2	Digital Design (Elective)	Spring	15

	DCON2	Digital Commerce (Elective)	Spring	15
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>https://www.easj.dk/wp-content/uploads/2016/09/Studieordning-Digital-konceptudvikling-2017.pdf</p>				

Semester and Course Description:

The purpose of the second semester is to permit specialisation in digital concept development. The second semester consists of two lines of specialisation, of which the student chooses one (15 ECTS) and two compulsory modules (15 ECTS).

The semester focuses on professional specialisation and in-depth study. The second semester contains the following compulsory modules:

- Communication and Marketing, 10 ECTS
- Project Management B, 5 ECTS

The lines of specialisation in the second semester are:

- Digital Design, 15 ECTS
- Digital Commerce, 15 ECTS

The educational institution decides which line(s) of specialisation to offer. The decision will take into account the interests of the students, end-user requirements and the institution's competence focus. The institution-specific part of the curriculum shows the line(s) of specialisation offered by the educational institution in question.

Exam:

Portfolio exam of 30 ECTS points, 7-point scale , external.

Component title at the Receiving Institution (as indicated in the course catalogue)	Course Component Description
Communication and Marketing (Mandatory)	The student must learn to analyse, develop and implement marketing concepts in companies and organisations that are capable of attracting, converting and keeping users/customers in the most effective manner. The student must learn to develop digital concepts for companies and organisations in local and international markets based on communication strategies.

	<p>Course description:</p> <ul style="list-style-type: none"> • Intro Digital Marketing & Communications • SoMe Marketing • Google Adwords • Google Analytics + UTM code • E-Mail Marketing • SEO • Digital Genres • Content Marketing • Facebook + maybe some Display • Marketing Campaign/ • Legislation • Marketing Strategy • Intercultural Communication
<p>Project Management B (Mandatory)</p>	<p>The student must learn to handle complex project management tasks. The student must become capable of assessing and choosing the right method in the light of available project finances. The 17 student must learn to be an active player in negotiations and be capable of prioritising resources so as to achieve the best possible quality in the project.</p> <ul style="list-style-type: none"> • Introduction to plan driven project management and project life cycle. Initiation and prestudy • Project planning Time and human resources • Planning budget, communication and risk • Project execution • Project closure • Change management • Comparing different models focus on PMO and Prince2
<p>Digital Design (Elective)</p>	<p>Design is Problem-Solving, Idea-Reframing, Moment-Capturing, Opportunity-Imagining, Solution-Focusing, Question-Driven. During this course you will learn how to design digital strategies, understand behavior, use maker tools, and exploit technologies. “The future exists today. It’s just unevenly distributed.” (William Gibson - the science fiction author who coined the term cyper space)</p>

	<p>The digital design elective provides theories and competencies to design solutions for the interface between communication, navigation, information seeking and commerce. You will learn theories about behavior and about the relations between humans and their physical and digital environment. You will learn new tools and methods to observe, understand and change behavior and navigation strategies and tactics which enable people to find their way in hybrid environments. Course description:</p> <ul style="list-style-type: none"> • Maker Lab (Maker mindset, Prototyping, Fablab machinery, 2D+3D software) • Digital Agency • Design with video • Service Design • Co-Creation Theory • Co-creation analysis • Change Agency & Sustainability • Navigation Design • Strategy UX: Mental Models/Affordance/Flow • Experience Prototyping
<p>Digital Commerce (Elective)</p>	<p>The student must learn to develop concepts for digital commerce and service platforms and create or further develop relevant channels of communication. The focus is on the overall concept and involves strategic considerations, optimisation and management of solutions.</p> <ul style="list-style-type: none"> • <u>Business Model (I)</u> Business Model Canvas + Patterns + Strategy + Drivers + B2C/B2B • Understand ERP-systems relevant to webshops. Criteria for a good web-shop • Intro til Woocommerce and wordpress + Hands-on • Strategy introduction and overview of tools Understanding Strategy e-commerce etc. Business plan vs business model and strategy • Looking into strategic analysis (L61) Web-shop development Working with web-shop • Business strategy part 1 - Strategic analysis: PESTEL, 5-forces, industry life cycle, value chain, value web

- Business strategy part 2- Strategic analysis: Culture web , VRIO, Mission, vision, control systems and organizational systems + ERP systems
- **Business Model (II)**
B2B + Supply Chain
Management + Intermediary + Revenue Models
- **Business Model (III)**
CRM + Trust Building
Adwords konto + campaign - Hands-on
- **Lean Startup + MVP + Lean Canvas**
Strategic choices 1 Generic strategies (cost leadership, differentiation, focus, hybrid strategies)), Strategy clock, Ansoff matrix (product and market - existing,new) Forward and backward integration (vertical) Outsourcing Portfolio matrix–market growth and market share (cash cow, dogs, question marks, stars) Boston Strategic methods for growth (organic, Mergers, acquisitions, alliances.
- ERP systems and key activities, web-shop
- Info on the webshop + Optimization + Hands-on Woocommerce
- Strategic implementation , Assess performance (economic and organizational effectiveness (balanced scorecard) Gap analysis Evaluate options (SAFE) e for evaluation Suitability (ranking, scenarios, life cycle etc.) Acceptability (Risk, returns, reaction sharehol.) Feasibility (Financial, people skills
- Cost structure and E-procurement, web-shop
- Law of buying (Købeloven), Law of e-commerce, (e-handelsloven)
- Payment systems – Bitcoins- Fintech
- Service design