

BACHELOR OF ARTS (INDUSTRIAL DESIGN) CURRICULUM - 2006/07 Cohort

		BA(ID)						Honors	
		Level 1		Level 2		Level 3		Level 4	
		Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
USP First Tier (completed over 8 Semesters)		8 First Tier modules which include: -1 Writing and Critical Thinking module -1 SS Themed First tier Module							
		Engineering related Modules		Marketing Modules		Design Lecture Modules		Design Studio	
Industrial Design Major Requirements		ME2103 Engineering Visualization & Modelling (3 credits)							
		ID1321 Materials for Industrial Design (4 credits)		ID2321 Design for Production Metals (4 credits)	ID2322 Design for Production Plastics (4 credits)				
			MKT1003 Principles of Marketing (4 credits)	Marketing Breadth (See #) (4 credits)					
		AR1221 Ideas and Approaches in Design (4 credits)	ID1223 History & Theory of Industrial Design (4 credits)						
			ID1121 Human Factors in Design (4 credits)	ID2122 Ecodesign & Sustainability (4 credits)	ID2121 Design in the Urban Setting (4 credits)	ID3122 Design Inventions & Innovations (4 credits)	ID3121 Design Case Study (Adv Module) (4 credits)	ID4121 Project Research (Adv Module) (5 credits)	
	ID1103 Basic Design & Communication 1 (8 credits)	ID1104 Basic Design & Communication 2 (8 credits)	ID2103 Design for Context (8 credits)	ID2104 Design for Connectivity (8 credits)	ID3103 Design for Interior Environments (8 credits)	ID3104 Design for Culture & Identity (8 credits)	ID4103 Design Detailing (12 credits)	ID4104 Design Thesis Project (Adv Module) (12 credits)	
Unrestricted Elective Requirements		Unrestricted Electives - 8 credits							

Total credits = 168

*Students are required to read one of the below modules as Breadth (on Letter graded basis)
 MKT2413 Marketing Research
 MKT2401 Asian Markets & Marketing Management
 MKT2411 Retail Entrepreneurship
 MKT2412 Global Marketing
 DSC2006 Operations Management
 TR2201 Entrepreneurial Marketing
 TR2202 Technological Innovation
 TR3001 New Product Development

BUS Circular RO. 193/06 Approval for changes in curriculum
 School Circular_increase ID4121 to 5 MC