



UNIVERSITI TEKNOLOGI MARA

JMC622: METALSMITHING DESIGNPRENUERSHIP

<b>Course Name (English)</b>	METALSMITHING DESIGNPRENUERSHIP APPROVED
<b>Course Code</b>	JMC622
<b>MQF Credit</b>	
<b>Course Description</b>	The course introduces the students to the real practice of design and entrepreneurship development (designpreneur: two words merging to resembles of social enterprise demand and incredible amount of creativity in design) that stimulate the idea generation in pressing issue of the , but rather as a visual communication design project.
<b>Transferable Skills</b>	Professional development
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation, Small Group Sessions , Industrial Talk
<b>CLO</b>	CLO1 decode the thinking and creative process CLO2 access the idea for commercial value CLO3 innovate the product that addressed a social need in the society
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Reading List</b>	<b>Recommended Text</b> Nadezdha Lebedeva, Shalom H. Schwartz, Fons J. R. Van De Vijver, Jonathan Plucker and Ekaterina Bushina 2019, <i>Domains of Everyday Creativity and Personal Values</i> , Front. Psychol., 14 January 2019 Ed.
<b>Article/Paper List</b>	<b>Reference Article/Paper Resources</b> Eugene Sadler?Smith 2012, Entrepreneurial Cognition, Entrepreneurial Orientation and Firm Capability in the Creative Industries, Vol. 23, Issue 3, pp. 415-432, 2012, 415 Ming-HueiChen,Yu-YuChang,Ya-HsunLo 2015, Creativity cognitive style, conflict, and career success for creative entrepreneurs, <i>Journal of Business Research</i> , Volume 68, Issue 4, April 2015, 910 <a href="https://www.sciencedirect.com/science/article/abs/pii/S0148296314004044?via%3Dihub">https://www.sciencedirect.com/science/article/abs/pii/S0148296314004044?via%3Dihub</a>
<b>Other References</b>	This Course does not have any other resources