

School of Fine Arts Design and Architecture / Industrial Design
2023 - 2024 Academic Year
DESIGN STRATEGY
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DESIGN STRATEGY	EUT3115322	Fall Semester	2+0	2	3
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Seher Oya AKMAN				
Name of Lecturer(s)	Assist.Prof. Hayriye Yasemin SOYLU				
Assistant(s)					
Aim	This course aims the students to understand the strategic importance of design.				
Course Content	This course contains; What is strategy? Basic concepts, Strategic management process and its elements, External environment analysis, Company analysis, Main strategies and sub-groups, Corporate strategies, Competitive strategies, Divisional strategies, International strategies, What is design? What is design awareness? Why is design important for business? , The relationship between design and business performance, Physical manifestations of design, Corporate domains affected by design. , The importance of holistic approach to design: case studies as a contrary example..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Know the importance of strategic management and the role of design as a competitive business tool.			10, 19, 9	A	
2. Define the context and development of design management.			9	A	
3. Gain knowledge on the different kinds of skills and techniques used in the management of design activity			13, 19, 9	A	
4. Learn the relationship between design and other organizational functions.			9	A	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	What is strategy? Basic concepts.				
2	Strategic management process and its elements.				
3	External environment analysis.				
4	Company analysis.				
5	Main strategies and sub-groups.				
6	Corporate strategies.				
7	Competitive strategies.				
8	Divisional strategies.				
9	International strategies				
10	What is design? What is design awareness? Why is design important for business?				
11	The relationship between design and business performance.				
12	Physical manifestations of design.				
13	Corporate domains affected by design.				
14	The importance of holistic approach to design: case studies as a contrary example.				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources
To be distributed by the lecturer 1. H.Ülgen.; S.K.Mirze (2010) İşletmelerde Stratejik Yönetim, 5. Baskı. BETA, İstanbul, 2010. 2. Borja de Mozota, B., (2005). Tasarım Yönetimi, Kapital Medya Hizmetleri: İstanbul. 3. Er, Ö., Er, H. A. and Manzakoglu, B. T. (2010). Tasarım Yönetimi: Tanım, Kapsam, Uygulama, TÜSIAD Rekabet Stratejileri Dizisi Rapor no: 13, TÜSIAD - Sabancı Ü. Rekabet Forumu Yayınları. □ 4. Soylu, Y. "Tasarım Yönetimi" Ders notları. 5. Michael A. Hitt, R. Duane Ireland and Robert E. Hoskisson. (2015) Strategic Mangement: Concepts: Competitiveness and Globalization. 11 th Edition. Southwestern College Publishing