

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

| Course Description | | | | | |
|---|---|--------------------------------|-------------------------|---------------------------|-------------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| DESIGN MANAGEMENT | EUT3215326 | Spring 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 design management?.,What is innovation? Types of innovation.,The nature of product design and development.,Organisation of design function .,Human resources for design: in-house versus external design.,Design driven innovation and differentiation by design.,Coordination by design.,Transformation by design.,Levels of design management.,Operational Design Management.,Functional Design Management.,Strategic Design Management.,Design and branding.,Design auditing.. | | | | |
| 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, 18, 19, 9 | A | |
| 2. Define the context and development of design management. | | | 10, 19, 9 | A | |
| 3. Gain knowledge on the different kinds of skills and techniques used in the management of design activity | | | 9 | A | |
| 4. Learn the relationship between design and other organizational functions. | | | 18, 19, 9 | A | |
| Teaching Methods | 10: Discussion Method, 18: Micro Teaching Technique, 19: Brainstorming Technique, 9: Lecture Method | | | | |
| Assessment Methods | A: Traditional Written Exam | | | | |
| Lecture Schedule | | | | | |
| Sequence | Topics | Preliminary Preparation | | | |
| 1 | What is design management?. | | | | |
| 2 | What is innovation? Types of innovation. | | | | |
| 3 | The nature of product design and development. | | | | |
| 4 | Organisation of design function . | | | | |
| 5 | Human resources for design: in-house versus external design. | | | | |
| 6 | Design driven innovation and differentiation by design. | | | | |
| 7 | Coordination by design. | | | | |
| 8 | Transformation by design. | | | | |
| 9 | Levels of design management. | | | | |
| 10 | Operational Design Management. | | | | |
| 11 | Functional Design Management. | | | | |
| 12 | Strategic Design Management. | | | | |
| 13 | Design and branding. | | | | |
| 14 | Design auditing. | | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 50 | | | |
| General Exam | | 50 | | | |

| Resources |
|---|
| To be distributed by the lecturer1. 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 |