Course Name (English)	DESIGN MANAGEMENT AND PRODUCT STRATEGY `APPROVED`
Course Code	IDE606

MQF Credit	2

Course Description	This course allows for integration of design and branding strategy in line with pre-assigned case studies to stimulate a design planning process. The step by step approach to various analytical skills will guide students through design stages from idea conception to a professional standard final presentation, incorporating a "Value Creation" aspect, specifically in the field of Service Design through the branding of an "experience" related to the product. The knowledge gained in the course will help enhance students' ability to defend and state a strong case for their final year projects. This course also provides students the platform to experience working in an environment that promotes team building and professional practice. Assignments will allow students to compile documentation that will complement existing studio courses taking a user centered perspective on systems and platform-based strategy.

Transferable Skills	Managing Design Project Strategizing Design Working in Teams

Teaching Methodologies	Lectures, Blended Learning, Problem Based Learning (PBL), Discussion

CLO	CLO1	Demonstrate problem-solving in a user-centered design approach
	CLO2	Complete team discussion to produce results on strategic design plans
	CLO3	Propose suitable design branding and management frameworks into the synthesis of real world design ideas

Pre-Requisite Courses	No course recommendations

Topics
1. INTRODUCTION
2. DESIGN DEVELOPMENT PROCESS
3. ONLINE FORUM: PRODUCT PLANNING & DESIGN STRATEGY
4. IDENTIFYING USER NEEDS
5. ONLINE FORUM: PRODUCT SPECIFICATION & CONCEPT GENERATION
6. CONCEPT SELECTION & CONCEPT TESTING
7. PRODUCT ARCHITECTURE
8. DESIGN FOR MANUFACTURING
9. ONLINE FORUM: PROTOTYPING & ROBUST DESIGN
10. PATENTS & INTELLECTUAL PROPERTY
11. ONLINE FORUM: PRODUCT DEVELOPMENT ECONOMICS
12. PROJECT MANAGEMENT & IMPLEMENTATION
13. ONLINE FORUM: PRODUCT STRATEGY PLAN 13.1) N/A
14. FINAL SUBMISSION: REFLECTIVE WRITING 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group Work	20%	CLO2
	Assignment	Modules completion	40%	CLO1
	Assignment	Reflective Writing	40%	CLO3

Reading List	Reference Book Resources	• **Best, Kathryn 2010, *The Fundamentals of Design Management*, Ava Publishing S.A**
		• **Stone, T.L., 2010, *Managing the Design Process; Implementing Des*, Rockport Publishing**
		• **Cufaro., Et al 2006, *Process. Materials, Measurements; All The Det*, Rockport Publishing**
		• **Ulrich, K.T & Eppinger S.D 2003, *Product Design and Development.* , McGraw-Hill Companies, Inc**
		• **Pricken, M 2009, *Creative Strategies; Idea Management for Mark*, Thames & Hudsons**
		• **Jerrad, Robert Et al 2002, *Design Management Case Studies*, Routledge**
		• **Temporal, P. 2002, *Branding in Asia; The creation, Development a*, John Willey & Sons, Inc**
		• **Best, Kathryn 2006, *Design Management; Managing Design Strategy,* , Ava Publishing S.A**
		• **Moore,G.A 1991, *Crossing the Chasm: Marketing and Selling Hig*, HarperCollins Publishers**
		• **Ross, E. Et all 2006, *100 Great Business and the Minds Behind Them*, Sourcebooks, Inc.**
		• **Roll, M 2006, *Asian Brand Strategy; How Asia Builds strong* , Palgrave Macmillan**
		• **Wheeler, A 2003, *Designing Brand Identity*, John Willey & Sons Inc**
		• **Chapman, R.G. 1995, *Brands; A Marketing Game*, Prentice Hall, Inc**
		• **Hands , D 2009, *Vision and Values in Design Management*, Ava Publishing S.A**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	