



JMC628: PRODUCT STRATEGY AND DESIGN MANAGEMENT

Course Name (English)	PRODUCT STRATEGY AND DESIGN MANAGEMENT	APPROVED
Course Code	JMC628	
MQF Credit	2	
Course Description	The course introduces the students to the real practice of design process that stimulate the idea generation in metal design, design solutions, technical skills of research and communication presentation.	
Transferable Skills	Computer knowledge and descriptive data related to Design strategy and management	
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Practical Classes, Tutorial, Discussion	
CLO	CLO1 1. Discover research orientation providing information and materials regarding competitive landscape, target audience, market input and design proposal (C-5) CLO2 2. Practice design process documentation in the implementation of design project. (P-4) CLO3 3. Manage project management design practice to produce quality works within the scope of future commercial projects. (A-4)	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	DESIGN COUNCIL, <i>The design process Eleven lessons: managing design in eleven global companies</i> , 2008 Ed., Design Council https://webarchive.nationalarchives.gov.uk/20080821071133/http://www.designcouncil.org.uk/eni/About-Design/managingdesign/The-Study-of-the-Design-Process/
	Reference Book Resources	Kathryn Best 2015, <i>Design Management: Managing Design Strategy, Process and Implementation</i> , 2nd Edition Paperback Ed. [ISBN: 978-147257367] Elizabeth Galton 2012, <i>Basics Fashion Design 10: Jewellery Design: From Fashion to Fine Jewellery</i> Norman Cherry 2013, <i>Jewellery Design and Development: From Concept to Object</i> Kirkham, Pat, Weber, Susan 2013, <i>History of Design: Decorative Arts and Material Culture, 1400-2000 (Bard Graduate Center for Studies in the Decorative Arts, Design & Culture)</i> Yale University Press Christian Boucharenc, <i>Design for a Contemporary World: A Textbook on Fundamental Principles</i> , National University of Singapore Press (January 1, 2008) [ISBN: 978-937169347] Donald Cyr, Douglas Gray 2009, <i>Marketing Your Product (101 for Small Business Series)</i> , Self-Counsel Press; 5 edition (September 1, 2009) [ISBN: 978-155180859]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	