



UNIVERSITI TEKNOLOGI MARA

GDT612: DESIGN MANAGEMENT

Course Name (English)	DESIGN MANAGEMENT APPROVED
Course Code	GDT612
MQF Credit	2
Course Description	Design Management simply put evolves around the convergence of design and management related activities into an entity of philosophical and practical approach that creates value and impact for the desired organizational goals. The course will observe three major areas of directed studies; managing the design process, and managing the design implementation.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Blended Learning, Studio
CLO	CLO1 1. Learn the significance of design in business and the business of design practices in creating values for organizations and stakeholders. CLO2 2. Unlearn valuable professional design traits, skill, attributes, and practices. CLO3 3. Relearn relevant and contemporary skill in managing intergrated design resources for innovative, resourceful, and creative environments. CLO4 4. Acquire relevant and valuable knowledge in managing design through directed studies of current practices of a variety of design business entities. CLO5 5. Enhance emphirical knowlegde and skills in managing the design process for better realization of stakeholders (internal and external) sustainable needs. CLO6 6. Develop profesional skills as team players in managing creative staff.
Pre-Requisite Courses	No course recommendations
Topics	
1. Overview of Course Contents 1.1) Objectives, Outcomes, Expectations. 1.2) Design and Management - topical issues and views.	
2. Design / Management 2.1) Definitions, roles, functions	
3. Design Strategy 3.1) Design and management resources 3.2) The team players and the integration of functions.	
4. Managing the Design Process 4.1) Levels of management, strategic, tactical, operational 4.2) Design/creative briefs	
5. Implementation Process 5.1) Review, revise, the advocate / measure of success. 5.2) Brief understanding of production	
6. Final Assignment 6.1) Design action plan 6.2) Documentation of proposed project	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	60%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • 2006, <i>Design Management: Managing Design Strategy</i>, , by Kathryn Best, Paperback - Nov 15 • William Ramroth 2006, <i>Project Management for Design Professionals</i>, Paperback - Sep 1 • Bettina von Stamm 2008, <i>Managing Innovation, Design and Creativity</i>, Paperback - May 19 • Thomas Lockwood and Thomas Walton 2008, <i>Building Design Strategy: Using Design to Ach</i>, Paperback - Nov 11 • Rachel Cooper and Mike Press Hardcover 1995, <i>The Design Agenda: A Guide to Successful Desi</i>

Article/Paper List	This Course does not have any article/paper resources
--------------------	---

Other References	This Course does not have any other resources
------------------	---