



UNIVERSITI TEKNOLOGI MARA

IDT612: DESIGN MANAGEMENT AND PRODUCT STRATEGY

Course Name (English)	DESIGN MANAGEMENT AND PRODUCT STRATEGY APPROVED
Course Code	IDT612
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	Demonstrate professional skills, knowledge and competencies
Teaching Methodologies	Lectures, Blended Learning, Problem Based Learning (PBL), Discussion
CLO	CLO1 Practice effective team discussion to produce strategic design results. CLO2 Illustrate analytical thinking in problem solving with a user-centered approach CLO3 Formulate fundamentals of branding design and simple business frameworks into the synthesis of ideas in a design context.
Pre-Requisite Courses	No course recommendations