UNIVERSITI TEKNOLOGI MARA
EVC712: DESIGN PROJECT MANAGEMENT AND ORGANISATION

Course Name (English)	DESIGN PROJECT MANAGEMENT AND ORGANISATION APPROVED
Course Code	EVC712

MQF Credit	3

Course Description	This course discusses the conventions of project management and organisation as a new discipline in the design field. It calls attention to relationship equilibrium between the creative grounds in design and the structured trait of managerial and organisational practices. The course will also look at resource implications in terms of materials, skills and funds organisation at various stages of the design project.

Transferable Skills	Research paper writing, Critical design discussion, managerial and organisational practices and design project.

Teaching Methodologies	Lectures, Seminar/Colloquium, Case Study, Discussion, Journal/Article Critique

CLO	CLO1 Strategically conceptualise design projects according to the conventions of related fields. CLO2 Create a systematic framework as a project guide and charter. CLO3 Formulate the resource implications on production processes. CLO4 Develop and plan appropriate methods of opportunity research

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	*Design Management : Managing Design Strategy, Process and Implementation. Lausanne :*, Lausanne, Ava Publishing
		De Mozota, B. 2008, *Design Management : Using Design to Build Brand Value and Corporate Innovation*, Allworth Press New York
		Hands, D. 2009, *Visions and Values in Design Management.*, Lausanne : Ava Publishing
		Cooper, R.G., Edgett S.J., Kleinschmidt E.J. 2002, *Portfolio Management for new Products*, 2nd Ed., Basic Books New York
		Pricken, M. 2010, *Creative Strategies : Idea Management for Marketing Advertising, Media and Design.*, Thames & Hudsons. London
		Le Masson, P., Weil, B., Hatchuel, A., Rivier, P., 2010, *Strategies Management of Innovation and Design.*, Cambridge University Printing. Britain
	Reference Book Resources	2010, *The Fundamentals of Design Management. Lausanne*, Ava Publishing.

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources