

SYLLABUS

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| Name of the course (as specified in the approved curriculum) Design management | | | Number of ECTS Credits 5 |
| Name of the course in Polish Zarządzanie wzornictwem | | | |
| Unit providing the course (Department/Institute) Department of Furniture Design | | | |
| Course co-ordinator Dr. Beata Fabisiak | | | |
| Field of study Furniture design | Level | Profile | Semester |
| Scope | | Thesis specialisation | |
| TYPE OF CLASSES AND COURSE LOAD (lectures and self-learning of the student) | | | |
| Mode of studies: full-time | | Mode of studies: part-time | |
| - lectures | 15 | - lectures | |
| - practical classes | 30 | - practical classes | |
| - contact hours | 10 | - | |
| - self-learning | 45 | | |
| Total number of hours: | | 100 | Total number of hours: |
| OBJECTIVE OF THE COURSE | | | |
| The course will cover the knowledge on industrial design, organization of the new product development process and the impact of design on the activities, financial results and competitiveness of businesses. Characteristics of the individual stages of creating and developing new products will be presented paying particular attention to the aspects of cooperation between engineers, constructors, managers and designers. Acquisition of skills in the field of design management, cooperation with a designer as well as preparing and delivering oral presentations. | | | |
| TEACHING METHODS | | | |
| Lecture with the elements of discussion - providing program content with the use of multimedia presentations. Classes - student work in a group: using the Social Business Model canvas, developing a project and carrying out a corporate / brand visual identity project | | | |
| Course learning outcomes | | | The reference to field of study outcomes |
| Knowledge | O1 has basic knowledge of running a business in the furniture industry, uses the knowledge of organization and management as well as shaping organizational structures of enterprises; knows the methods of design management | | PM2A_W14 |
| Skills | O2 has skills for good communication with different subjects in verbal, written and graphical forms O3 assesses the advantages and disadvantages of the actions taken, including their originality in solving professional problems associated with the design process - to gain experience and improve engineering competences O4 has an in-depth ability to prepare oral presentations on specific issues in the field of furniture design with the use of basic theoretical approaches, as well as various sources O5 can collaborate with others in team work and is capable of taking a leading role in such teams | | PM2A_U02 PM2A_U07 PM2A_U09 PM2A_U12 |
| Social skills | O6 is able to cooperate and work in a team and critically evaluate its work, both as a leader and a member of a team O7 is able to establish properly priorities connected with solving tasks being defined by a student or others | | PM2A_K02 PM2A_K03 |
| Methods of evaluation of learning outcomes 1. Test 2. Presentation 3. Project | | | Symbols of course learning outcomes O1 O2, O4 O2, O3, O5, O6, O7 |

TEACHING CONTENTS

Lecture content:

The concept of design management, the history of development and the meaning of design management. Getting acquainted with the characteristics of the main participants in the design management process (human resources, exchange of information and specialist knowledge). Acquiring knowledge of the new product development process. Understanding the conditions for creating new products and the importance of the needs in the design process (business goals, selection of the target market). Understanding the designer's work tools during the process of developing new products. Acquiring knowledge of design requirements in the process of developing new products.. Acquisition of knowledge about corporate identity, and brand creation. Getting to know the social responsibility of the designer and the influence of design on the improvement of the quality of life.

Classes content:

Working in a group: acquiring the ability to work in a group and to apply the Social Business Model canvas in the process of developing new products and businesses. Development of a brand corporate identity project. Acquiring the ability to recognize the needs of brand management and brand creation. Acquiring the ability to communicate the results of design works.

The course completion methods and criteria

Evaluation of laboratory classes/evaluation of lecture

Percentage of a
final grade
50%/50%

LITERATURE REFERENCE

Best K. (2006): Design Management: Managing Design Strategy, Process and Implementation, AVA Publishing.
Borja de Mozota B. (2003): Using design to build brand value and corporate innovation, Allworth Press, New York
Brown T. (2009): Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins.
Hoque F., Baer D. (2014): Everything Connects: How to Transform and Lead in the Age of Creativity, Innovation, and Sustainability, McGraw-Hill Education.
Lupton E., Phillips J.C. (2011): Graphic Design Thinking (Design Briefs), Princeton Architectural Press, New York.
McDonough W., Braungart M. (2002): Cradle to Cradle: Remaking the Way We Make Things, North Point Press.
Osterwalder A. (2010): Business Model Generation, Alexander Osterwalder & Yves Pigneur.
Turner R. (2013): Design Leadership: Securing the Strategic Value of Design, Routledge.

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