

Design Management, International Autumn semester 2011

3rd Bachelor Year

DK.DM_Design_Management_3

DK.DM09.09

27.09.2011-04.11.2011

Learning Outcomes:

Professional skills:Students understand rationale and methodology of strategic design management and planning at the intersection of design and business. They understand how design helps enterprises achieve their business goals.

Problem-solving skills:Students are able to put strategic design management and planning methodology into practice and demonstrate its value towards strategic objectives, implemented through offerings, related strategies, brands and messages.

Interpersonal skills (social skills):Students are able to work individually as well as in groups on the basis of teamwork skills and on an understanding of communication as its main driver.

Personal skills:Students are able to express themselves using professional vocabulary in a targeted way. They are able to entangle different intersecting concepts and develop comprehensive reasoning and argumentation. Furthermore they will develop a sense for second order observations, which means that they will be able to consciously observe their own activities.

Abstract:

The module "Design Management 2" provides the foundation for the application of Design Planning / Human-centred Innovation Planning methodology to strategic areas of corporate development. The module consists of courses in Design Planning / Human-centred Innovation Planning, Brand Asset Management, Corporate Communication, and Design Management Theory.

On a content level, the module provides rationale and methodology of strategic design management and planning at the intersection of design and business. Students will understand the contributions of the course topics to business innovation, strategy development, new product/service planning, brand innovation, and strategic communication planning, and how these aspects relate to each other.

On a skills level, students learn how to plan new product-service systems and how to derive related business strategies, how to create and manage brand assets, how to plan and create corporate communication strategies and messages, and how to link design thinking with business thinking.

On the level of knowledge integration, students integrate their knowledge and skills acquired in the different courses towards the development of a design plan, i.e. a design integration scenario for an organisation.

Entry Requirements: Module: Design Management 1

Module Content: Design Management 2 consists of the following courses:

Course 1

Design Planning / Human-centred Innovation Planning

Course 2

Brand Management / Brand Asset Management

Course 3

Corporate Communications / Strategic Communication and Planning and Corporate Design

Course 4

Design Management Theory 3

Course 5

Innovation Project

Didactic Design:

The module "Design Management 2" is divided into three parallel strands on Design Planning / Human-centred Innovation, Brand Management / Brand Asset Management, and Corporate Communications (Strategic Communication and Planning). The Design Management Theory 3 course operates as a support tool for the Innovation Project. The Innovation Project that runs through the whole semester (including the modules "Business and Economy 3" and "Brand Innovation") serves as an overall integration device. Students transfer their knowledge of and skills in strategic design management and planning towards the development of a design plan, i.e. a design integration scenario for an organisation.

Morning lectures consist of introductions to the topical strands by the course lecturers, followed by project assignments to be worked on during tutored and non-tutored self-study afternoon sessions. Guest lecturers /speakers provide input to special aspects of the different strands.

Reading List / Literature: Refer to individual courses below

Assessment Method:

Each course will be assessed on the basis of course specific assignments.

Course 1: Design Planning / Human-centred Innovation:

Students will do a project consisting of 3 analytical and 3 synthetical assessments.

Course 2: Brand Management / Brand Asset Management:

Students will do a project consisting of 3 analytical and 3 synthetical assessments.

Course 3: Corporate Communications / Strategic Communication and Planning:

Students will do a project consisting of analysing communication strategy and communication implementation of a company, and giving recommendations regarding possibilities to improve communication strategy and implementation

Course 4: Design Management Theory 3:

Students will write a summary of one specific paper, including a summary of the group discussion and personal lessons learned from reading and discussing the paper.

Course 5: Innovation Project:

Students will form groups of 3 and do an innovation project consisting of:

- research and analysis of ecosystem
- design audit
- field research and analysis
- innovation scenario and design integration concept

The overall module grade will be composed of course grades that will contribute according to the following scheme:

20% Design Planning

20% Brand Management

15% Corporate Communication

15% Design Management Theory 3

30% Innovation Project

Assessment: Student performance is assessed on an individual and group basis.

Assessment Criteria: Active attendance over the entire module must be at least 80% cumulative in all courses. Failure to meet the 80% attendance quota without adequate dispensation automatically results in a failed module. Students must get a passing grade in all the courses in order to pass the module. Performance in the courses is evaluated according to the criteria mentioned in the course descriptions. Each criterion means 10 Points on the grading scheme. A total of 50 points can be achieved.

Lecturer(s): Claudia Acklin, Hans Kaspar Hugentobler, Michael Boenigk

HK Hugentobler

08.11.2011-16.12.2011

Learning Outcomes:

Professional skills: Students will understand the role of culture in the context of global management, leadership, and decision-making. Students learn about compiling a business plan and dealing with legal problems in a controlled environment.

Problem-solving skills: Students are exposed to analytical frameworks and tools that can assist in doing business across cultures.

Interpersonal (social) skills: Students learn to understand dynamics of group and team work in a cross-cultural setting.

Personal skills: Students experience that there is no such thing as "one right answer" for complex problems and learn how to deal with ambiguity and uncertainty.

Combine creativity and analytical rigour in the development process. In addition, students learn how to deal with information overload and how to set priorities as well as assess their individual capabilities and motivation to perform.

Abstract:

The main idea of the module "Business and Economy 3" is to give a more comprehensive understanding of management thinking. The objective is to provide students with a good understanding of how to conduct business across borders and how to function effectively and succeed in business. To accomplish this, the module Business and Economy 3 consists of topics in management, finance and law. In addition, students carry on the integration and development of their innovation project that they started in Business and Economy 2.

Course 1:

The management course will focus on management of international organisations and strategy; in addition the course will deal with the cultural aspects of management issues, such as leadership, motivation, communication, negotiations, etc. Organisations that have international locations, strategies, subsidiaries, or employ persons from different cultural backgrounds, face both unique challenges and opportunities. These challenges and opportunities result from an evolving international commercial dynamic characterised by changing economic, political, cultural, and technological forces such as the European Union, the rise of China and the Pacific Rim as an economic force, and others. Commercial leaders, representing for-profit and non-profit organisations, must acquire new competencies to successfully meet the challenges of today's global dynamic environment.

Course 2:

Students will touch on topics such as Personal Rights and Media Law, Contract Law and International Litigation.

Course 3:

Students will develop a better appreciation and deeper understanding of the role of the financial manager in the design process by examining various ways finance contributes to this process.

Course 4 - Innovation Project (ongoing):

In the innovation project, students "transfer" their know-how on design management and their design planning skills to the organisational setting of a real organisation. Students will develop a rough scenario for design integration (continued from DM 2)

Entry Requirements: Business and Economy 1+2

Module Content:

Course 1 - International Management

Students will examine some of the many challenging circumstances facing current and aspiring international managers today. In addition, the course explores how recent developments and trends within the hyper competitive global arena present managers with challenging situations and examines the actions to take, and how to develop the skills necessary to design and implement global strategies.

Course 2 - Law 3

Students will touch on topics such as Personal Rights and Media Law, Contract Law and International Litigation.

Course 3 - Finance

Students will develop a better appreciation and deeper understanding of the role of the financial manager in the design process by examining various ways finance contributes to this process.

Course 4 - Innovation Project

Students will develop a strategic design-planning project for an organisation. Based on prior analysis, student teams plan an innovation scenario with regard to products/services, strategy/brand, culture/communication or any combination, as well as a concept for organisational design integration.

Didactic Design: The students are at the centre of the learning process and the trainer is at best a moderator and advisor. Together they will agree on the social forms and the learning and work methods to be applied.

Various learning strategies such as cognitive and meta-cognitive will be applied in order to cater to the different styles of learning. The idea is to encourage a paradigm shift towards a more autonomous learning style.

Methods:

The trainer will assist the students to discover the connection between the methodology and the practice by consciously using various social learning forms such as pair work, individual, as well as group work to maximise the learning potential of all students.

In addition, students will develop a sound appreciation of best industry practice through project work, assignments and case studies. Such a range of knowledge, competencies and analytical problem-solving skills will enhance the student's professional status, personal development and career in design.

Experiential exercises, simulations and case studies will provide a platform to relate the text material to the real world of international management.

Reading List / Literature: See individual courses

Assessment Method: International Management (50%)

Presentation at end of the course Group assignment to be handed in before start of exam week
Final exam during exam week

Law (20%)

Final exam during exam week

Finance (20%)

Presentation during exam week

Innovation Project (10%)

Presentation of a comprehensive design plan during finals week.

Assessment: Student performance is assessed on an individual and group basis.

Assessment Criteria: Active attendance over the entire module must be at least 80% cumulative in over all courses. Failure to do so without adequate dispensation automatically results in a failed module.

Lecturer(s): Christina Neylan, Bernard Attas, Ueli Grüter, Claudia Acklin, Hans Kaspar Hugentobler, Norbert Welti

Follow-up Module: Final Bachelor Thesis

Chris Neylan

DK.DM_English 5

DK.DM_E05.09

26.09.2011-12.12.2011

Abstract:

In this module the student is now guided to the final goal of full competence in English. The language needed for academic writing is particularly emphasised as well as work related English to do with advertising, branding and specific aspects of integrated communication and stakeholder management, familiarising students with the conventions of press releases, annual reports and giving interviews. These formal business skills are combined with an introduction to the 'old' and 'new' Anglo-American news media and their significance for integrated communication in an international business setting.

Students will practise the skills needed to speak concisely when airing views in discussion or maintaining an argument.

The self-study hours are also intended to be used for the general improvement of a student's level of English their final goal in this 3rd year being language proficiency defined by CEF as C2 level competence (or native speaker equivalent).

**Module Content: Course 1: English for Designers 5 (running parallel to Design Management 2)
Course 2: English for Managers 3 (running parallel to Business and Economy 3)**

Entry Requirements: Completion of English 4

Reading List / Literature: Language practice worksheets

Lecturer's handouts

Commercial advertising and promotional material

Module-specific documentation.

Didactic Design : See courses below

Assessment Method:

- Active participation in contact lessons with a minimum of 80% attendance.
- A written exam at the end of the semester for each of the 2 courses.

**Assessment Criteria: Competent and successful outcome of the above tasks.
Grammar and vocabulary used appropriately.**

Lecturer(s): Carolyn Nobile-Barnes, Reinhard Kunz

Nicole Küpfer

DK.TH_Theory 5

DK.TH_E05.09

19.09.2011-23.12.2011

Abstract:

The Theory 5 module consists of two courses: one dealing with strategic management, the other with brand and innovation. The first course examines concepts and practical issues in strategic management. Topics covered include strategy formulation, choice and implementation; environmental and industry analysis; competitive advantage; resources and capability analysis, strategy and organisational contexts.

The second course aims at exploring the relevance of culture and communication for the development of transcultural competences and resources.

Record:

Strategic management framework, Business vision and mission, External assessment, Internal assessment, Strategies in action, Strategy analysis and choice, Management and operations issues in implementing strategies. Departmental issues in implementing strategies, Strategy review, evaluation and control, Cases and examples, Individual and group exercises
Influence of culture on perception, interpretation, and communication or behaviors as a whole. Misunderstandings and cultural irritations. Strategies that can be applied in difficult situations.

Entry Requirements: Completion of all modules of BA DMI prior to this one

Module Content:

Course 1: Strategic Management

Course 2: Intercultural Communication and Transcultural Resources

Assessment Method:

- Contribution of individual work (theoretical / practical assessment)
- Management summary: proficiency in written expression and content
- Amount of participation in group work - individual parts to be identified
- Presentations: quality of content and execution
- Minimum 80% attendance

Lecturer(s): Norbert Welti, Isabelle Derungs & Mark Harvey

Jan-Erik Baars