

# BACHELOR DESIGN MANAGEMENT, INTERNATIONAL

Further information

Website: [www.hslu.ch/design-kunst](http://www.hslu.ch/design-kunst)

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Bachelor Design Management, International

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## What is Design Management?

Design projects in organizations often bridge between management and design, as well as between design, development and production: with so many people collaborating together, there is an intricate collection of interests to be coordinated. Here is where design managers act, to make sure that the processes, which take place between the corporate design activities of a firm and the creative team of an agency or an in-house development team, run smoothly. They manage the interface between designers and the staff issuing the design demand (being product management, development, marketing, corporate strategy etc.) and they take care of the communication, planning, briefing and quality issues concerning design projects and activities.

That's why design managers are professionals with excellent communication skills, deep understanding of design methods and thinking, empathy for the needs of all involved stakeholders and with strong managerial skills, to make sure that projects deliver as needed.

Operational Design Management makes sure that the deliveries of a design activity achieve the optimal effect.

Design Management also operates at a business planning level, where it introduces design as a powerful strategic tool to differentiate a company from competitors, through innovative and human-centred products, services and brands.



## Who is the programme for?

Applicants should have a strong interest in design and business alike, and provide a genuine interest in bringing these two aspects together. Not necessarily they want to become practicing designers themselves, but rather support design, in making it more professional and effective within business, economy and society: their love for design and a talent for organizing and communicating makes them ideal candidates to manage the business side of design.

### Skills to understand and interpret the context

Arts and Crafts  
Technology / Manufacturing  
Business functions  
(Finance, Marketing, Organization etc.)  
Society and its citizens

Project  
Management  
Skills

Planning and  
Strategic  
Skills

Source: T-shaped people by Tim Brown

## Typical Work Environment

Design managers mainly work as project managers, either within design teams of organizations or within agencies supplying design services. In both instances, design is an activity which has to be briefed, planned and delivered in set conditions. But design managers are also active in corporate communications, brand management, product development, marketing or corporate strategy - there where multi-skilled teams collaborate, design management is key to ensure effective and optimal design results.

## Learning goals

The program provides a structured Core Curriculum, providing incremental learning goals to the students.

The first year is focussed on the understanding of design and its disciplines - major topics are: design history; art history; cultural studies; design disciplines (product, communication, service); design process and design methodology; visualization techniques; sustainability, eco-design; market research and trend analysis.

The second year is focussed on managerial and organizational aspects - major topics are: proposition development; marketing and marketing communication; corporate communication; structures and processes of organizations; project management; operational design management and design management theory; business management; accounting; law and intellectual property.

The final year, leading to the thesis, is focussed on applying design in business and process - major topics are: strategic design management; brand management; design thinking; decision making, tools for innovation and creativity; entrepreneurship and leadership; intercultural communication; international management.

Parallel to the running modules of the Core Curriculum the program develops professional skills; writing and articulation skills, communication and presentation skills, negotiation and selling, self-awareness and impact, academic writing.

Within project modules and internships, practical experience is developed. A variety of interdisciplinary projects is offered, like photography, painting, object design, animation, graphic design, illustration etc.

## Why Design Management?

Strategic design, design management and design thinking are still quite new concepts: many companies only recently have experienced that, in view of increasingly demanding consumers, tougher market conditions and shrinking resources, competitive advantage can be achieved through the strategic deployment of design.

This has led to the improved insight on not only what design can add, but also what designers should provide: designers nowadays not only have to possess outstanding skills, but they also have to understand and speak the business' language. Here design management comes into play - it focusses on the interaction between design and management.



Design management is a strategic business process to strengthen the competitive and innovative power of organizations. Design management uses design methodologies in the fields of products, services, brands, corporate identities and communications and optimizes the interdependent processes, from market evaluation to market introduction. Design management is an elementary part of a company's vision creation and caters for a coherent and consistent customer experience at all touch points.

## People

Who is teaching?

The BA Design Management, International has an interdisciplinary and international teaching staff at its disposal, which includes experts from such diverse fields as design, engineering, business administration, law, social work, cultural studies etc.

Many lecturers retain strong connections to the practice of design agencies, banks, small and medium sized companies, consulting agencies, multinational companies etc.

Lecturers have a multi-cultural background and come from Switzerland, Germany, England, US, France and the Netherlands.

Program Management

The bachelor program is headed by Jan-Erik Baars, who has a long practice record in Design Management: after more than 20 years with Philips and with Deutsche Telekom, he is now focussing to academia and to further develop the program in Lucerne, which initially was established by Prof. Claudia Acklin. Mr. Baars brings a wealth of design management experience into the program, and he is supported by a core team of three specialists in the field of design, brand and management:

Jorge Hirter is leading the business management module, Daniel Aeschbacher leads the design module and Hans Kaspar Hugentobler the brand module.

Next to the core team, dedicated lecturers and international guest lecturers are providing essential learning courses to the program.

Selected speakers are regularly invited to provide special insights into the world of design and management, giving the students an international exposure.

This international exposure is supported through exchange programs, like Erasmus, and through collaborations with international brands and organizations.



## Our Bachelor programme

This degree course is the only one of its kind in Switzerland and one of the first on an international level. The fact that it is deliberately placed within the design department (and not in business) allows students to leverage from the proximity to the other design Bachelor programmes (e.g. product, textile, material and graphic design).

- Therefore it's based on the knowledge of pragmatic design practice, and it enables students to manage design projects, using design processes based on proven methods and with a deep understanding of design characteristics.

- It combines theory and practice from the disciplines of design, business and economy, as well as brand and communication, in order to provide a holistic overview on the areas where design, technology, management and market meet. It teaches the necessary skills to manage the interface between these fields.

- It is completely taught in English and therefore open to students from Switzerland, Europe and overseas. The multicultural classrooms support in creating an open and challenging learning environment for a discipline that is increasingly becoming valid and sought after worldwide.

## Admissions

Entry requirements

**1. Completion of an art foundation course is recommended but not obligatory.**

**2. For Swiss students a Vocational High School Certificate ('Berufsmatura') or a Cantonal or Federal High School Certificate ('Gymnasiale Matur') and at least one year of work experience in a creative or related field.**

**For international students a high school diploma or an undergraduate college diploma comparable to those of Switzerland. And at least one year of work experience in a creative field.**

**3. For Swiss applicants an Advanced Certificate (CAE), at least level C1. For foreign applicants IELTS band 6+ or TOEFL 550 or CB TOEFL 220 or a Cambridge Certificate in Advanced English (CAE) or a (Cambridge) Business English Certificate (BEC): Higher.**

**4. Submission of a portfolio of personal work in the area of art and design (in the form of photographs, slides, CD-Rom) and/or a written essay about your motivation for applying to this course together with an account of your previous work experience.**

**The application form can be downloaded from our website:**

**[www.hslu.ch/designmanagement](http://www.hslu.ch/designmanagement)**

**Applications can be sent in to:  
Lucerne School of Art and Design  
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