

Module Title:	Product Design Management	Level:	6	Credit Value:	20
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Module code:	ENG60B	Is this a new module?	YES	Code of module being replaced:	
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Cost Centre:	GAME	JACS3 code:	H711
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Trimester(s) in which to be offered:	1, 2 & 3	With effect from:	September 17
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School:	Applied Science, Computing & Engineering	Module Leader:	Fatima Mansour
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Scheduled learning and teaching hours	60 hrs
Guided independent study	140 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BEng (Hons) Applied Product Design	✓	

Pre-requisites
None

Office use only

Initial approval February 17

APSC approval of modification

Have any derogations received Academic Board approval?

Version 1

Yes ✓ No

Module Aims

- Develop knowledge and understanding of Design Management and its relation to Marketing.
- The ability to evaluate current design activities and develop successful design strategies which achieve organisational objectives.
- Understanding of the role and impact of design on individual, organisational, market, environmental and societal level.
- To create and develop a creative idea for a new product, device, or system and evaluate it in terms of its market potential & technical feasibility.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
 KS2 Leadership, team working and networking skills
 KS3 Opportunity, creativity and problem solving skills
 KS4 Information technology skills and digital literacy
 KS5 Information management skills
 KS6 Research skills
 KS7 Intercultural and sustainability skills
 KS8 Career management skills
 KS9 Learning to learn (managing personal and professional development, self-management)
 KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Evaluate theoretical models of design management, creativity, the creative process.	KS1	KS2
2	Evaluate the relation and interface of design management and marketing.	KS4	KS10
		KS5	
3	Analyse and synthesize concepts of design ideas and its implications on organisational, environmental and societal level.	KS5	KS6
4	Develop a wide-ranging of design management strategy for an organisation including all issues involved, applying relevant methods, theories and concepts.	KS2	
5	Understanding of and be able to analyse the key issues related to the design, design management.	KS2	KS8
6	Recognise and evaluate the impact of design on individual, organisational, market, environmental and society.	KS7	KS8

Derogations

A derogation from regulations has been approved for this programme which means that whilst the pass mark is 40% overall, each element of assessment (where there is more than one assessment) requires a minimum mark of 30%.

Assessment:

Assessment 1 will be by a combination work including a presentation and production of a clear, critical, and comprehensive group report (totalling 40%)

Assessment 2 will be a critical reflective report and design diary or logbook (60%).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,4	Group Presentation (20 min) and Group Report	40%		1500
2	3,5,6	Report individual	60%		2500

Learning and Teaching Strategies:

The module will be delivered through a series of presentations combined with interactive sessions, presentation of theory, facts and concepts, relating to design management.

Specialist knowledge and expertise from industrial partners will contribute to develop an understanding of the impact of design and design management on organisation success and marketing of new product. Industrial visits - in order to demonstrate design management being applied.

Case studies will be used to promote student's research and investigative skills. The design management is teamwork and accordingly this part will be mainly directed towards opportunities for students to research, work and give presentations in teams. The reality of the situation will be enhanced by role -playing involving members of Academic colleagues and invited practising engineers. The use of innovative thinking to produce solution to problems will be encouraged together with the constant querying of any particular parameters given for any situation. Formal lecture content will be supplemented by talks/lectures from industrial partners and academic staff who are leaders and active in the field.

Syllabus outline:

Introduction to design management:

Design management issues, decisions, and methods that enable innovation and create effectively-designed products, communications, environments, and products that provide organisational success.

Link design, innovation, technology, management and consumers to provide competitive advantage across the organisational, environmental and societal level.

Methods and techniques of empowering design to enhance collaboration and synergy between design and market to improve design effectiveness.

Design process management, methods and techniques: Importance of design and its impact on individual, organisational, market, environmental and society. Principles and Key Concepts in Design Management.

Design Research: Identifying Design Opportunities.

Formulating Design Management Strategy. Understanding Creativity and the Creative Process.

Design products that sell. Ways of finding out about markets and marketing strategies (Role of marketing, marketing decision support systems, understanding the market environment, market research, quantitative and qualitative information, etc.) Markets and design, Markets, cultures and design.

Bibliography:

Essential reading

David Holston (2011), *The Strategic Designer: Tools & Techniques for Managing the Design Process*.

Kathryn Best (2010), *The Fundamentals of Design Management*, AVA Publishing.

Other indicative reading

Thomas Lockwood (2008). *Building Design Strategy: Using Design to Achieve Key Business Objectives*, Publisher Allworth Press.

Richard J. Boland, Fred Collopy (2004), *Managing as Designing*, Publisher; Stanford University Press.