



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

4FE028 Design Management, 7,5 högskolepoäng  
Design Management, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved by School of Business and Economics 2013-11-12

The course syllabus is valid from autumn semester 2014

### **Prerequisites**

General entry requirements for studies on second level, and specific entry requirements:  
Business Administration with at least 90 credits within the main field of Business Administration or the equivalent.

## Objectives

After finished course, the student is expected to be able to:

- account for the role of innovation and design in society
- describe and critically examine how a business can be organized based on innovation and design management
- describe and analyze the relationships between innovation, design management and organization
- describe and draw conclusions about design management as an approach for the realization of innovations and products
- conceptualize the organization of product and service development based on design management
- master and practically be able to apply approaches in design management
- further develop the competitiveness of businesses with help from theories and models taken from design management
- critically discuss design management in relation to different ethical aspects such as gender and sustainability

## Content

The course consists of:

- perspectives on innovation and design management
- creation of an innovative environment in a company
- systems for innovation processes
- design management as an integrating tool in the company
- design and design thinking as a basis for management processes
- design and design management from an ethical perspective

## Type of Instruction

Literature studies, lectures, seminars and/or group assignments. Study visits may occur. Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is assessed through written and oral assignments.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year. Students that do not pass reports can complement after consultation with the examiner.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Required Reading and Additional Study Material

### Required reading

De Mozota, B.B. (2003). *Design management – Using design to build brand value and corporate innovation*. Allworth Press. New York. 281 pages.

Martin, R. (2009). *The Design of Business – Why Design Thinking is the next Competitive Advantage*. Harvard Business Press. Boston. 179 pages.

Phillips, P.L. (2004). *Creating the perfect design brief – How to manage design for strategic advantage*. Allworth Press. New York. 191 pages.

Pine, J. & Gilmore, J. (1999). *The Experience Economy – Work Is Theatre & Every Business A Stage*. Harvard Business School Press. Boston. 253 pages.

Sparke, P. (2004). *Introduction to design and culture – 1900 to present*. Routledge. New York. 269 pages.

### Scientific articles

Brown, T. (2008). Design Thinking. *Harvard Business Review* June 2008. pp. 84-92.

Buchanan, R. (1992). Wicked Problems in Design Thinking. *Design Issues*. Vol. 8, No. 2, pp. 5-21.

Cross, N. (2001). Designerly Ways of Knowing – Design Discipline versus Design Science. *Design Issues*. Vol. 17, No. 3, pp. 49-55.

Dunne, D. & Martin, R. (2006). Design Thinking and How It Will Change Management Education – An Interview and Discussion. *Academy of Management Learning & Education*. Vol. 5, No. 4, 512–523.