



*Course syllabus*

# Design management 1

## Design Management 1

**IDEA80, 7 credits, G1 (First Cycle)**

**Valid for:** 2023/24

**Faculty:** Faculty of Engineering, LTH

**Decided by:** PLED ID

**Date of Decision:** 2023-03-16

## General Information

**Compulsory for:** KID3

**Language of instruction:** The course will be given in English

## Aim

The course aims to provide the students with basic knowledge and understanding of specific business management terminology, the entrepreneurial and business context of design activities and clarify the relationships between the design process, the design company's business concept and the cash flows.

## Learning outcomes

*Knowledge and understanding*

For a passing grade the student must

1)

- Have knowledge of basic concepts and aspects of business planning.
- Understand the link between the design process, its methods and the potential for design activities to develop good relations with customers and other stakeholders in the company's environment.
- Have a basic understanding of the principles of entrepreneurship.
- Have some insight into problems of agreements between client companies and designers.
- Be aware of different opportunities available to seek external assistance for start-ups and entrepreneurs.

2)

- Be acquainted with some of the basics of branding, have a basic understanding of how these relate to the design process, and have the opportunity to apply this approach to a design project.

#### *Competences and skills*

For a passing grade the student must

#### *Judgement and approach*

For a passing grade the student must

- Understand the link between the design process, its methods and the potential for design activities to develop good relations with customers and other stakeholders in the company's environment.
- Reflect the cultural mission and ethical responsibility of the designer.

## Contents

The course focuses mainly on entrepreneurial issues related to small design companies. This is discussed from different perspectives with the help of guests, group exercises and literature.

## Examination details

**Grading scale:** UG - (U,G) - (Fail, Pass)

**Assessment:** The grades given are based on fulfilment of the 80% minimum attendance requirement and on active participation in the group assignment.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## Admission

**The number of participants is limited to:** No

**The course overlaps following course/s:** IDEN30

## Reading list

- Melissa Davis: The Fundamentals of Branding. AVA Publishing, 2009, ISBN: 978 2 940373 98 7. Recommended reading.
- Compendiums / presentation materials from guest speakers.

## Contact and other information

**Course coordinator:** Carl Lidgard, Carl.Lidgard@design.lth.se

**Course homepage:** <http://www.ide.lth.se>