

# Design Management DESCRIPTION OF COURSE UNIT

Program Studi Sarjana (S1) Desain Produk Bachelor of Industrial Design (BOID) 2018-2023

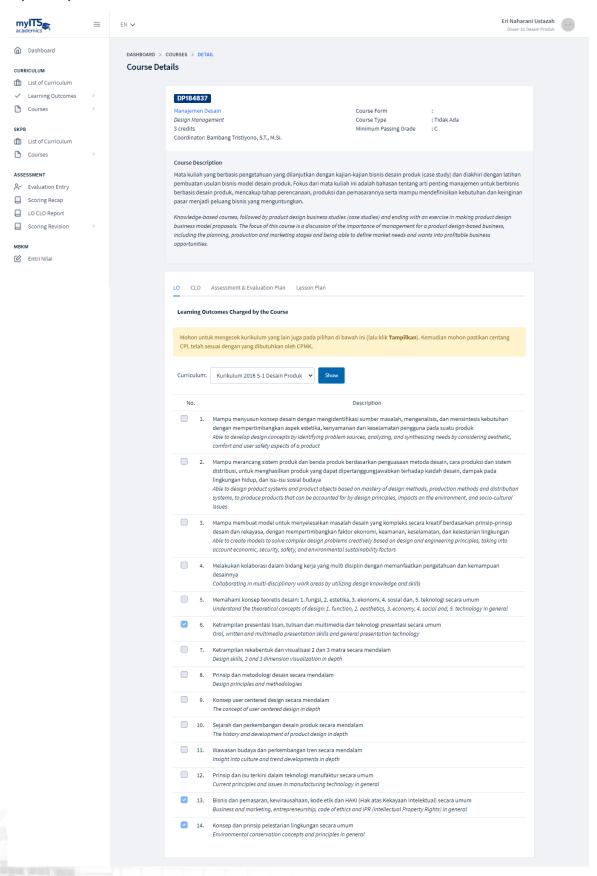
# <u>Description of Course Unit</u> according to the ECTS User's Guide 2015

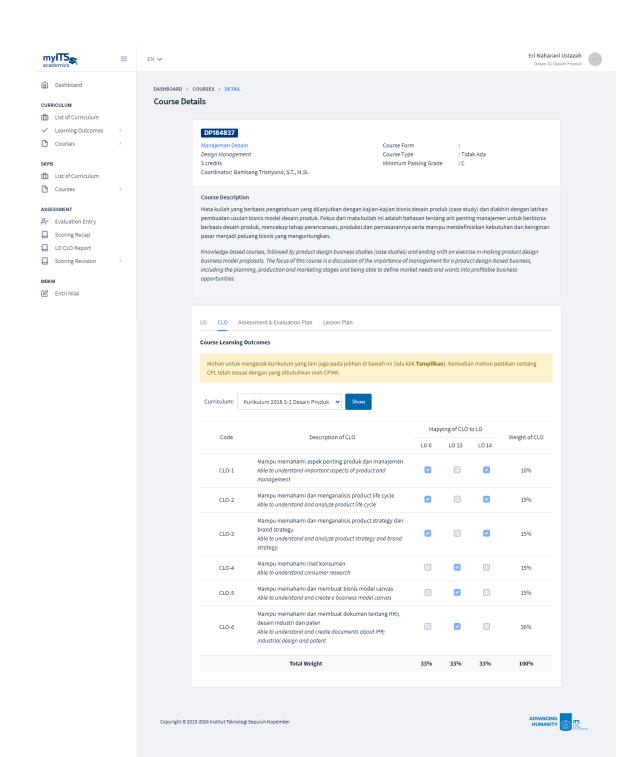
Course unit title	Design Management
Course unit code	DP184837
Type of course unit	Compulsory
Level of course unit	First cycle Bachelor
Year of study when the course unit is delivered	4 <sup>th</sup> year
Semester/trimester when the course unit is delivered	8 <sup>th</sup> semester
Number of ECTS credits allocated	4,8 ECTS Credits
Name of lecturer	Bambang Tristiyono, S.T., M.Si.
Learning outcomes of the course unit  Mode of delivery	1) Internalizing the spirit of independence, financial literacy, and entrepreneurship. 2) Applying logical, critical, systematic, and innovative thinking in the development or implementation of knowledge and technology, considering and applying relevant humanistic values in their field of expertise. 3) Communicating design concepts and specifications, including the ability to present designs orally, in writing, and through multimedia, in abstract and detailed functional forms. 4) Applying technology and equipment related to multidimensional design representation (2D and 3D) in design development. face-to-face
Prerequisites and co-requisites	-
Course content	Knowledge-based courses, followed by product design business studies (case studies) and ending with an exercise in making product design business model proposals. The focus of this course is a discussion of the importance of management for a product design-based business, including the planning, production and marketing stages and being able to define market needs and wants into profitable business opportunities.  1) Essential aspects of products and management.
	Design process.     Product life cycle.     Product strategy and brand strategy.

	<ul><li>5) Product launching.</li><li>6) Business model/business plan.</li><li>7) Intellectual Property Rights (HAKI) in industrial</li></ul>
	design.
Recommended or required reading and other learning resources/tools	<ul> <li>Debbie Millman (2011), Brand Thinking and Other Noble Pursuits, Allworth Press, New York, 2011</li> <li>Grieves, Michael (2005). Product Lifecycle Management: Driving the Next Generation of Lean Thinking. McGraw-Hill. ISBN 978-0-07-145230-4.</li> <li>Haris Munandar (2009), Mengenal HAKI (Hak Kekayaan Intelektual), Airlangga, ISBN; 9789790331952.</li> <li>Karnie, Arie; Reich, Yoram (2011). Managing the Dynamic of New Product Development Processes. A new Product Lifecycle Management Paradigm. Springer. hlm. 13. ISBN 978-0-85729-569-9. Diakses 25 February 2012.</li> <li>Kathryn Best (2006), Design Management-Managing Design Strategy, Process and Implementation, AVA</li> </ul>
Planned learning activities and	Publishing SA, Lausanne. Case Method; Team Based Learning
teaching methods	
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

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#### CURRICULUM

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#### ASSESSMENT

A Evaluation Entry

Scoring Recap

LO CLO Report

Scoring Revision

#### мвкм

Entri Nilai

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## Course Details

# DP184837

 Manajemen Desain
 Course Form
 :

 Design Management
 Course Type
 : Tidak Ada

 3 credits
 Minimum Passing Grade
 : C

 Coordinator: Bambang Tristlyono, S.T., M.Si.

### Course Description

Mata kuliah yang berbasis pengetahuan yang dilanjutkan dengan kajian-kajian bisnis desain produk (case study) dan diakhiri dengan latihan pembuatan usulan bisnis model desain produk. Fokus dari mata kuliah ini adalah bahasan tentang arti penting manajemen untuk berbisnis berbasis desain produk, mencakup tahap perencanaan, produksi dan pemasarannya serta mampu mendefinisikan kebutuhan dan keinginan pasar menjadi peluang bisnis yang menguntungkan.

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0	CLO	Assessment & Evaluation Pla	n Lesso	n Plan								
sses	sessment & Evaluation Plan											
No.	Evalu	ation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight			
1	soft s soft si Studi		5%	10%	10%	0%	0%	0%	25%			
2	Kogn	Tulis ng Exam itif - UTS   Cognitive - erm Exam	5%	5%	5%	0%	0%	0%	15%			
3	Const	s Riset Konsumen umer Research Tasks Kasus   Case Method	096	096	0%	15%	15%	0%	30%			
4	Tugas IPR to Studi		096	0%	0%	0%	0%	30%	30%			
		<b>TOTAL</b> Target	<b>10%</b> 1096	<b>15%</b> <i>15</i> %	<b>15%</b> <i>15</i> 96	<b>15%</b> 15%	<b>15%</b> <i>15</i> %	<b>30%</b> <i>30</i> %	<b>100%</b> 100%			

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