

# Design Management

## *DESCRIPTION OF COURSE UNIT*

Program Studi Sarjana (S1) Desain Produk

*Bachelor of Industrial Design (BOLD)*

2018-2023



**Description of Course Unit**  
**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	<p>1) Internalizing the spirit of independence, financial literacy, and entrepreneurship.</p> <p>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.</p> <p>3) Communicating design concepts and specifications, including the ability to present designs orally, in writing, and through multimedia, in abstract and detailed functional forms.</p> <p>4) Applying technology and equipment related to multi-dimensional design representation (2D and 3D) in design development.</p>
Mode of delivery	face-to-face
Prerequisites and co-requisites	-
Course content	<p>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.</p> <p>1) Essential aspects of products and management.</p> <p>2) Design process.</p> <p>3) Product life cycle.</p> <p>4) Product strategy and brand strategy.</p>

	5) Product launching. 6) Business model/business plan. 7) Intellectual Property Rights (HAKI) in industrial design.
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> <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 Publishing SA, Lausanne.</li> </ul>
Planned learning activities and teaching methods	Case Method; Team Based Learning
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

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Course Details

DP184837

Manajemen Desain

Design Management

3 credits

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

Course Form

:

Course Type

: Tidak Ada

Minimum Passing Grade

: C

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.

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.

LO CLO Assessment & Evaluation Plan Lesson Plan

Learning Outcomes Charged by the Course

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Curriculum: Kurikulum 2018 S-1 Desain Produk Show

No.	Description
<input type="checkbox"/> 1.	Mampu menyusun konsep desain dengan mengidentifikasi sumber masalah, menganalisis, dan mensintesis kebutuhan dengan mempertimbangkan aspek estetika, kenyamanan dan keselamatan pengguna pada suatu produk <i>Able to develop design concepts by identifying problem sources, analyzing, and synthesizing needs by considering aesthetic, comfort and user safety aspects of a product</i>
<input type="checkbox"/> 2.	Mampu merancang sistem produk dan benda produk berdasarkan penguasaan metoda desain, cara produksi dan sistem distribusi, untuk menghasilkan produk yang dapat dipertanggungjawabkan terhadap kaidah desain, dampak pada lingkungan hidup, dan isu-isu sosial budaya <i>Able to design product systems and product objects based on mastery of design methods, production methods and distribution systems, to produce products that can be accounted for by design principles, impacts on the environment, and socio-cultural issues</i>
<input type="checkbox"/> 3.	Mampu membuat model untuk menyelesaikan masalah desain yang kompleks secara kreatif berdasarkan prinsip-prinsip desain dan rekayasa, dengan mempertimbangkan faktor ekonomi, keamanan, keselamatan, dan kelestarian lingkungan <i>Able to create models to solve complex design problems creatively based on design and engineering principles, taking into account economic, security, safety, and environmental sustainability factors</i>
<input type="checkbox"/> 4.	Melakukan kolaborasi dalam bidang kerja yang multi disiplin dengan memanfaatkan pengetahuan dan kemampuan desainnya <i>Collaborating in multi-disciplinary work areas by utilizing design knowledge and skills</i>
<input type="checkbox"/> 5.	Memahami konsep teoretis desain: 1. fungsi, 2. estetika, 3. ekonomi, 4. sosial dan, 5. teknologi secara umum <i>Understand the theoretical concepts of design: 1. function, 2. aesthetics, 3. economy, 4. social and, 5. technology in general</i>
<input checked="" type="checkbox"/> 6.	Ketrampilan presentasi lisan, tulisan dan multimedia dan teknologi presentasi secara umum <i>Oral, written and multimedia presentation skills and general presentation technology</i>
<input type="checkbox"/> 7.	Ketrampilan rekabentuk dan visualisasi 2 dan 3 matra secara mendalam <i>Design skills, 2 and 3 dimension visualization in depth</i>
<input type="checkbox"/> 8.	Prinsip dan metodologi desain secara mendalam <i>Design principles and methodologies</i>
<input type="checkbox"/> 9.	Konsep user centered design secara mendalam <i>The concept of user centered design in depth</i>
<input type="checkbox"/> 10.	Sejarah dan perkembangan desain produk secara mendalam <i>The history and development of product design in depth</i>
<input type="checkbox"/> 11.	Wawasan budaya dan perkembangan tren secara mendalam <i>Insight into culture and trend developments in depth</i>
<input type="checkbox"/> 12.	Prinsip dan isu terkini dalam teknologi manufaktur secara umum <i>Current principles and issues in manufacturing technology in general</i>
<input checked="" type="checkbox"/> 13.	Bisnis dan pemasaran, kewirausahaan, kode etik dan HAKI (Hak atas Kekayaan Intelektual) secara umum <i>Business and marketing, entrepreneurship, code of ethics and IPR (Intellectual Property Rights) in general</i>
<input checked="" type="checkbox"/> 14.	Konsep dan prinsip pelestarian lingkungan secara umum <i>Environmental conservation concepts and principles in general</i>

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

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LO CLO Assessment & Evaluation Plan Lesson Plan

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Curriculum: Kurikulum 2018 S-1 Desain Produk [Show](#)

Code	Description of CLO	Mapping of CLO to LO			Weight of CLO
		LO 6	LO 13	LO 14	
CLO-1	Mampu memahami aspek penting produk dan manajemen <i>Able to understand important aspects of product and management</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CLO-2	Mampu memahami dan menganalisis product life cycle <i>Able to understand and analyze product life cycle</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CLO-3	Mampu memahami dan menganalisis product strategy dan brand strategy. <i>Able to understand and analyze product strategy and brand strategy.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CLO-4	Mampu memahami riset konsumen <i>Able to understand consumer research</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-5	Mampu memahami dan membuat bisnis model canvas <i>Able to understand and create a business model canvas</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-6	Mampu memahami dan membuat dokumen tentang HKI; desain industri dan paten <i>Able to understand and create documents about IPR; Industrial design and patent</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30%
Total Weight		33%	33%	33%	100%

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## Assessment &amp; Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	soft skills soft skills Studi Kasus   Case Method	5%	10%	10%	0%	0%	0%	25%
2	Ujian Tulis Writing Exam Kognitif - UTS   Cognitive - Midterm Exam	5%	5%	5%	0%	0%	0%	15%
3	Tugas Riset Konsumen Consumer Research Tasks Studi Kasus   Case Method	0%	0%	0%	15%	15%	0%	30%
4	Tugas HKI IPR tasks Studi Kasus   Case Method	0%	0%	0%	0%	0%	30%	30%
TOTAL		10%	15%	15%	15%	15%	30%	100%
Target		10%	15%	15%	15%	15%	30%	100%



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## Lesson Plan

Weeknum	Course Material	Learning Method		
1	Introduction, silabus, kontrak kuliah Introduction, syllabus, lecture contract	Non SCL		
2	Arti produk & Manajemen Produk Product Meaning & Product Management	Non SCL		
3	Strategi Produk, Siklus Hidup Produk Product Strategy, Product Life Cycle	Metode SCL lainnya		
4	Pricing, Brand & Brand Strategy Pricing, Brand & Brand Strategy	Metode SCL lainnya		
5	Product Launching Product Launching	Non SCL		
6	Riset Konsumen Consumer Research	Non SCL		
7	Metode Kuisisioner Questionnaire Method	Team-based project		
8	Ujian Tulis Writing Exam	Non SCL		
9	Pembuatan kuisisioner Questionnaire creation	Team-based project		
10	Penyebaran kuisisioner Questionnaire distribution	Team-based project		
11	Pengolahan dan rekapitulasi kuisisioner Processing and recapitulation of questionnaires	Team-based project		
12	Artikel Riset Konsumen dan Canvas Model Consumer Research Articles and Model Canvas	Team-based project		
13	Penjelasan HKI IPR explanation	Non SCL		
14	Dokumen Desain Industri Industrial Design Documents	Case method		
15	Dokumen Paten Patent Document	Case method		
16	Evaluasi dokumen HKI IPR document evaluation	Non SCL		

Bahasa Indonesia

English

Choose method