

The Program on Design Management (PDM)

- For enhancement of the ability pertaining to product and corporate design -

1 - 14 November 2018 (2 Weeks)

at the AOTS Tokyo Kenshu Center (TKC) (To Be Determined)

Key Benefits

By the end of this program, participants will be able to deepen their understanding on:

- (1) the importance of design management in corporate management and business strategy;
- (2) the organizational structure and functions of strategically utilizing design;
- (3) the importance of brand building and communication design that reflect a company's vision and business strategy;
- (4) design concepts such as user-centered design, universal design, and eco-design; and
- (5) how to incorporate the more creative design processes practiced in Japan into their own companies.

Target Participants

Managers or designers* who are involved in design management. Owners or executives who are responsible for design development in small and medium sized companies.

*Note: This program is targeted at those who are involved in product design and graphic design, so participation by parts designers, machinery design technicians, those who are involved in design related to construction, and designers in the garment or textile industries are not permitted.

Language

All lectures and visits will be conducted in English or Japanese with translation into English.

Course Contents

- Strategic use of design and design management
- Design concepts
- Design Process/Techniques
- Wrap up discussion

— Part of the participation expenses will be covered by subsidy from the Japanese government —

Training Schedule (Tentative)

Date		Morning Session	Afternoon Session
1-Nov	(Thu.)	Opening Ceremony Orientation	Lecture: Introduction to Design Management
2-Nov.	(Fri.)	Lecture & Exercise: Product Design	
3-Nov.	(Sat.)	Observation: Good Design Exhibition 2018	
4-Nov.	(Sun.)	Day off	
5-Nov.	(Mon.)	Lecture: Corporate Strategy and Design	
6-Nov.	(Tue.)	Lecture: Development of Organizational Structure for Design Management	Lecture: Product Concept and Design Development (1) <Eco Design>
7-Nov.	(Wed.)	Lecture: Product Concept and Design Development (2) <Universal Design>	
8-Nov.	(Thu.)	STUDY TOUR	Company Visit – Corporate Strategy and Design – Case Example (1)
9-Nov.	(Fri.)		Company Visit – Corporate Strategy and Design – Case Example (2)
10-Nov	(Sat.)	Days off	
11-Nov	(Sun.)		
12-Nov.	(Mon.)	Lecture: Package Design	Company Visit: Case Study of Design Management
13-Nov.	(Tue.)	Lecture: Product Concept and Design Development (3) <User-centered Design>	
8-Nov	(Wed.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony

*The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other



E-mail

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Please visit http://www.aots.jp/jp/ikusei/management/files/18pdm_e.pdf
for the Program Outline and Participation



Program Outline

Application Deadline: 30 August 2018