

## Professional Diploma in Design Management (240 hrs)

65025D

To raise the standard of the design industry, there is a growing need for design professionals with management knowledge and abilities. This course is interdisciplinary and is appropriate for professionals aiming to be in leadership and management roles as well as for entrepreneurs.

The course aims to develop professionals' understanding of strategic design management, connecting the key issues of quality processes, marketing, cultural economy, logical thinking and design research. The course enables professionals to identify and evaluate how cultural trends and meaning can present business identity and opportunities, conduct research to augment creative thinking and solutions, and apply strategic and effective management processes.

Professional Diploma in Design Management is recognized under the QF (QF Level 4, QR Registration No.11/001545/4, Registration Validity Period: 01/09/2011-31/08/2016)



Upon successful completion of the following 2 Professional Certificates, students will receive the award of the *Professional Diploma in Design Management*. Please see each course for details and schedule.

- *Professional Certificate in Design Management: Strategy, Culture & Business* (120 hrs, Fee: \$16,350)
- *Professional Certificate in Design Management: Design Research & Branding* (120 hrs, Fee: \$16,350)

### Course Outline

#### *Professional Certificate in Design Management: Strategy, Culture & Business (120 hrs)*

1. Strategic Management in Design (30 hrs) Module Code DDP4138Y
  - Principle of strategic management
  - Product life cycle and creating competitive advantage
  - Five Competitive Forces (Porter)
  - Vertical and horizontal integration in business development
2. Cultural Economy for Design (45 hrs) Module Code DDP4139Y
  - Cultural economy for business
  - Segmentation of creative class
  - Building the Creative Capital
  - Understanding of Intellectual Property (IP) Right
3. Logical Thinking for Business (45 hrs) Module Code DDP4140Y
  - Logical thinking for decision maker
  - Logic for Business Forecasting
  - Meaning and definitions for decision making
  - Avoiding fallacious decision and judgment

#### *Professional Certificate in Design Management: Design Research & Branding (120 hrs)*

4. Quality Design Management (30 hrs) Module Code DDP4141Y
  - Basic Quality management theories and practices
  - Quality design planning and workflows
  - Practicing quality management for design



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5. Creative Team Management (30 hrs) Module Code DDP4142Y
- Characteristics of creative team
  - Recruitment of creative talents
  - Conflict management and project relationship
  - Creative management for creative team
6. Research for Design Thinking (30 hrs) Module Code DDP4143Y
- Identifying the research questions for design thinking
  - Practicing research for new ideas
  - Planning of visual research & data analysis
  - Evaluation for better design
7. Marketing Strategy for InterBrand (30 hrs) Module Code DDP4144Y
- InterBrand and marketing strategy
  - Application of online and offline marketing
  - Online demographic research
  - Creation of Global Brand

Duration: 240 hrs

Fees

Full Course: \$32,700 (240 hrs)

Single PC : \$16,350 (120 hrs)

Single Module: \$ 4,500 (30 hrs)

\$ 6,700 (45 hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

#### Minimum Entry Requirements

1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or equivalent, plus two years' relevant work experience, OR
2. At least two years relevant work experience for mature applicant aged 23 or above.

#### Enquiry

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