朝陽科技大學 096學年度第2學期教學大綱
Design Management 設計管理特論

當期課號	7457	Course Number	7457
授課教師	何明泉	Instructor	Ho,Ming Chyuan
中文課名	設計管理特論	Course Name	Design Management
開課單位	數位化產品設計產業研發碩士專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	1.設計進程 2.設計管理:以設計建構品牌價值與企業創新 3.設計管理:設計策略,程序與實施之管理	Teaching Materials	Books: Cooper, R. and Press, M. The Design Agenda: A guide to successful design management, John Wiley and Sons, 1997 De Mozota, B. B. Design Management: Using design to build brand value and corporate innovation, Allworth Press, 2003 Best, Kathryn, Design Management: Managing design strategy, process and implementation, Academica, 2006 Journal: Design Management Journal, DMI
成績評量方式	1. 發表與討論: 40% 2. 學期論文報告: 40% 3. 上課參與度: 30%	Grading	1.presentation and discussion:40% 2.final term paper:40% 3.class participation and contribution:30%
教師網頁			
教學內容	設計管理專論主要在探討設計管理的方法,原則與哲理.重點在比較各種設計思維與推理之背後道理與應用策略.主要目的乃在發展一套最有效益之設計管理模式以爲成功進行設計活動之參考.	Syllabus	Special topics on design management are to investigate and demonstrate the processes, principles and methods or philosophy of managing design. It is particularly concerned with the rationale of design concept as well as the process of design reasoning and thinking. The principal goal of this course is to facilitate designer's capabilities in conducting design research on various issues of design management and then, eventually, complete a prospective project independently or collaboratively.

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