

1. : „
2. : MAN1242
3. :
4. :
5. :
6. :
7. : 6
8. : . -
9. :
10. :
11. :
12. :
13. ( ):
  - [https://www.academia.edu/469897/The\\_Handbook\\_of\\_Design\\_Management?auto=download](https://www.academia.edu/469897/The_Handbook_of_Design_Management?auto=download)
  - Hetzel, Patrick. 1993. "Design management et constitution de l'offre", Thèse Doctorat Sciences de Gestion, Université Jean Moulin Lyon 3.
  - Kicherer, S. 1990. *Olivetti: A Study of the Corporate Management of Design*, Trefoil Publications.
  - Topalian, Alan. 1980. *The Management of Design Projects*. Associated Business Press.
  - Oakley, Mark (1984). *Managing Product Design*. London: Littlehampton Book Services Ltd. pp. 8ff. ISBN 978-0-297-78442-5.
  - Vitrac, Jean-Pierre. 1994. *Comment gagner de nouveaux marchés par le design industriel*, Paris, Editions l'Usine Nouvelle.
  - Oakley, Ed. 1990. *Design Management: A Handbook of Issues and Methods*, Oxford: Basil Blackwell.
  - Hollins, Gillian, and Bill Hollins. 1991. *Total Design: Managing the Design Process in the Service Sector*, London, Pitman.
  - Blaich, Robert, and Janet Blaich. 1993, *Product Design and Corporate Strategy: Managing the Connection for Competitive Advantage*, New York: McGraw-Hill.
  - Cooper, Rachel, and Mike Press. 1995. *The Design Agenda*, John Wiley & Sons.
14. :
15. : 30%
16. : 2
17. :