

**Faculty of Architecture**  
**Department of Arts**  
**Professional area:** Visual Arts  
**Specialty:** Fashion Design  
**Educational and qualification degree:** Bachelor

## LECTURE COURSE DESCRIPTION

- 1. Course unit title:** Design management
- 2. Course unit code:** MAN1242
- 3. Type of the course unit:** optional
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** fourth
- 6. Semester:** eighth
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Kapka Manasieva, PhD
- 9. Learning outcomes:** The expected learning outcomes in this course are related to the formation of a scientific and methodological approach in the design management. Providing students with critical and analytical thinking about design management - from the point of view of the manager and from the point of view of the artist - designer.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** artistic skills
- 12. Course content:** The course introduces the students to design management concepts and ideas as well as the everyday challenges facing design managers in business - in different design areas. The course aims at understanding design management and the specifics of modern approaches to design and process management.
- 13. Recommended or required reading and other learning resources/tools:**
  - [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. Planned learning activities and teaching methods:** Students have to develop a course assignment according to the topic given by the lecturer, consistent with the content of the course. The assignment is given to a group and is part of the out-of-class workload of the students.

**15. Assessment methods and criteria:** A continuous assessment based on the assessment of the course assignment is formed at the end of the semester. The continuous assessment is 30% of the total mark for the course. The exam is a topic from the exam topic list - written and oral defence of knowledge. The duration of the stage - the written exam is 2 hours.

**16. Language of instruction:** Bulgarian