

Discipline	Optional discipline # 6.2 «Design Management as Strategic Business Tool»
Degree of higher education	Bachelor
Name of specialty / study programme	International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	3 ^d year, 5 th semester, one-semester
Semester control	Pass or fail
Number of hours (lectures and practice), credits	15 classes at 80 minutes each, 5 credits (work in classroom and independent work)
Language	English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Andreas Hopf, Lund University (Sweden)
Instructors	Andreas Hopf, Andrii Boiar
Short description	
Prerequisites	World markets, fundamentals of economic theory
What will be studied?	In this course, in form of a small project-based learning exercise that focuses on entrepreneurship, you will be introduced to the basic terminology and methods of design management and brand-building used in Europe and North America.
Why is it interesting and should be learnt?	The design process is a systemic enabler that affects businesses in their entirety. In today's highly competitive market, the future of an enterprise is no longer to make customers do what the enterprise wants, but to enable customers to do what they like.
What can be learnt? (study results)	How to evaluate a business idea. How to bring it alive if feasible. How to focus on the customer. How to build a brand.
How can the acquired knowledge and skills (competences) be used?	Design management skills can be applied particularly in business start-up situations, but also to small and medium enterprises that need to change/ready their business to address innovation driven European and North American markets.
Suggested readings	1. Margaret Bruce "Design in Business" (English) 2. Marty Neumeier "ZAG: The #1 Strategy of High-Performance Brands (English)