

10. Organizing Design to deliver Value

COURSE FACULTY **Jorge Hirter**



Professor, Institute of Design and Art, Lucerne University of Applied Sciences and Arts

Education:

- B.A. in Economics from Columbia University in New York City (B.A.)
- M.A. in Political Economy from the University of Basel, Switzerland
- MBA at INSEAD in Fontainebleau, France

Experience:

- Held positions at Swiss Bank Corporation (now UBS) and Procter & Gamble in Asia and Switzerland, last as Finance Manager.
- The shift to consulting was initiated with Roland Berger before he founded Hirter Consulting in 2003.
- He was appointed lecturer at HSLU in 2007 and Head of BA Design Management in 2016.

Keywords

Design process, design management, value, sustainable

Overview

Starting from a question of design strategy, the basics of design management are explained in depth and applied to the students' work. The following questions will be dealt with:- How can a design process take up the strategy and lead it to implementation?- What are the designers' requirements?- How do design, culture, structure and process interact to deliver superior results?- How do you create and manage design projects and argue their value?

Course Code: **OE2010** | Seats: **14**
CAMPUS: Gandhinagar

Objective

1. The students will learn to translate their design intent and strategy into a design process 2. They will learn about the specifics of design process management 3. They will be able to capture process issues related to their design intent and translate this to task description and resource allocation. 4. The students will learn to identify the value of their design work, especially from user and business perspectives.

Methodology

Lectures, Discussions, Exercises, Project work in small groups, Reflection

Deliverables

Documentation to be presented at the final exhibition (free to choose the medium of documentation)