

DESIGN MANAGEMENT (DMGT)

DMGT 702 Innovation: Past, Present, and Future (5 Credits)

In this course, students engage in exploration of core distinctions between innovation and speculation, gaining clarity on essential concepts. Through historical, cultural, and situational lenses, students unravel innovation's impact on human history. They develop a holistic perspective by comparing and contrasting innovation across these diverse contexts. Furthermore, students dissect both the intended and unintended consequences of innovation, assessing the criteria used to measure success or failure, cultivating a well-rounded perspective. Additionally, students analyze the far-reaching impact of innovation, assessing the criteria for success or failure. They delve into the vital role of culture, leadership, and organizational structures in cultivating innovation, exploring various frameworks and risk management strategies for fostering an innovative culture.

Attributes: Studio Elective Requirement

DMGT 706 Idea Visualization (5 Credits)

Fast sketching and data visualization are core skills with which designers create, communicate, and collaborate. In this course, students learn how to command attention in interdisciplinary collaborative sessions by mastering drawing, diagramming, and presentation techniques. By honing these skills, students contribute to the formation of a dynamic culture centered around rapid prototyping, where their images evolve into 2D models, representing a thriving community of ideas. Throughout the course, students actively engage in real-time fast sketching and diagramming within group settings, enabling them to efficiently summarize issues, empower and draw out ideas from all participants, foster collaboration through shared visuals, and leverage data visualization for inspiring action and crafting impactful narratives.

Attributes: Studio Elective Requirement

DMGT 720 Design Innovation: Planning and Implementation (5 Credits)

This course empowers students to harness the creative process as a reliable business culture tool. They craft comprehensive product development strategies within a holistic business model, encompassing value propositions, customer segments, partnerships, production sources, marketing strategies, distribution channels, and intellectual property considerations. Students adeptly employ conceptual models to transform abstract ideas into tangible prototypes, fostering shared understanding and ownership. Financial forecasts and business planning documents are developed to effectively communicate concepts to potential investors and stakeholders. Furthermore, students proficiently articulate the innovation imperative through compelling cases, highlighting its central role in the core competencies of thriving organizations.

Prerequisite(s): (IDUS 711 or SDES 711) or SERV 710.

Attributes: Studio Elective Requirement

DMGT 732 Facilitating Creative Thinking (5 Credits)

Successful design managers need to be able to create the conditions for creative thinking and innovation within an organization composed of a wide variety of professionals, most of whom are not familiar with design thinking. This course prepares students to lead teams in the envisioning of new ideas and solutions by developing skills in framing, imaging and group interaction as they apply the process of design conceptualization outside of the familiar domain of studio skills. In a series of simulations and group exercises, the students acquire experience in idea facilitation through working successfully with non-design people in a creative mode.

Prerequisite(s): (IDUS 711 or SDES 711) or SERV 710.

Attributes: Studio Elective Requirement

DMGT 740 Ethics and Sustainability for Business Innovation (5 Credits)

Ethics and sustainability are imperative, strategic drivers of innovation that contribute to business resilience, competitiveness, and long-term success in a rapidly changing and socially conscious world. In this course, students delve into the interconnectedness, feedback loops, and decision consequences as they employ practical tools and ethical methodologies to drive innovations aligning with sustainable practices. Through real-world scenarios students analyze where ethical challenges intersect with innovation. Examining contemporary businesses successfully integrating ethics, sustainability, and innovation, students extract key lessons. Finally, they identify a business challenge and apply systems thinking, design thinking, and holistic approaches, devising innovative, sustainable, and ethically sound solutions.

Prerequisite(s): SBIZ 750 and DMGT 732.

Attributes: Studio Elective Requirement

DMGT 750 Collaborative Culture in Design Organizations (5 Credits)

This course provides opportunities to learn and apply organizational and design management theory directly to the management of design organizations. In addition, students participate in classroom exercises that emphasize leadership experience, decision-making and communication skills.

Prerequisite(s): SBIZ 704 or SDES 704.

Attributes: Studio Elective Requirement

DMGT 754 Visionary Leadership: Driving Innovation and Growth (5 Credits)

In this course, students delve into the transformative power of design for organizations. It presents the chance to enhance brand experiences, integrate innovation, and propel progress towards desirable futures. Students explore the significance of design capability for large organizations, understanding its impact on credibility and future investments if neglected. The course aims to empower students with a framework encompassing vision setting, development, and management of design teams. Ultimately, it guides students in advancing design's contribution to business growth. Prerequisite(s) SDES 711, SBIZ 717, SBIZ 750.

Prerequisite(s): SDES 711; SBIZ 717 and SBIZ 750 or IDUS 711 or BUSI 710.

Attributes: Studio Elective Requirement

DMGT 779F Graduate Field Internship (5 Credits)

Students in this course undertake a field assignment under the supervision of a faculty member.

DMGT 779T Graduate Teaching Internship (5 Credits)

Students in this course undertake a teaching assignment under the supervision of a faculty member.