디자인경영 바이블, “Design Management” 저자와 함께하는
3일간의 전략적 디자인경영 교육

Be the change you want to see through Strategic Design and Design Management

By Brigitte Borja de Mozota & Jieun Kim

참가신청 및 사전설문 작성

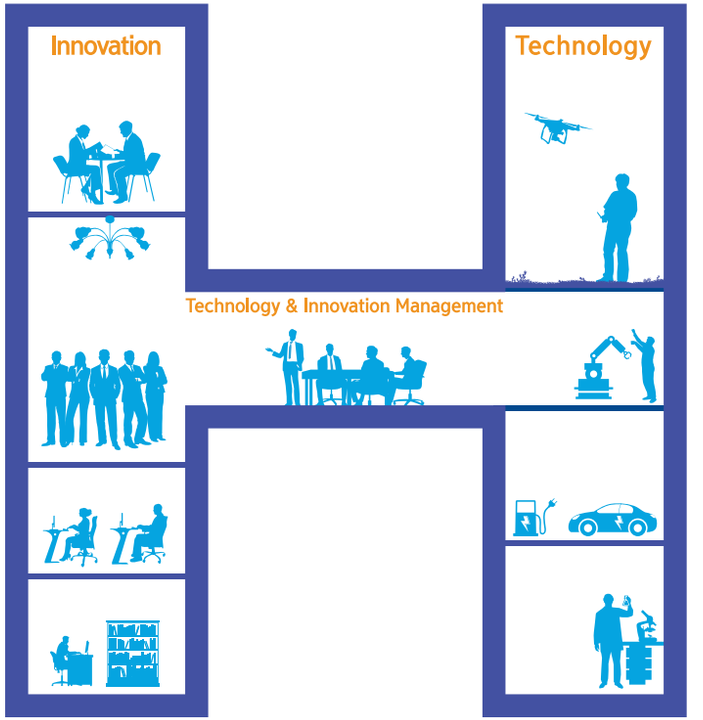
대상 : 한양대학교 기술경영전문대학원 재학생/졸업생 및 HY-MOT패밀리기업

교육비 무료, 전과정 영어로 교육운영, 강의와 워크샵형식으로 구성되며, 참석자는 기한내 사전설문을 반드시 제출해야합니다 .

일정*
1차 11월 12일 월요일 19시~22시
2차 11월 15일 목요일 19시~22시
3차 11월 16일 금요일 19시~22시 *모든 교육시작 전 18시부터 간단한 다과 제공합니다

장소 : 한양대학교 서울캠퍼스 융합교육관 608호

** 모든 교육을 이수한 경우, 한양대학교 기술경영전문대학원 원장 및
프랑스 Designence 기관 발행 디자인경영 교육이수증 발급



디자인과 경영
시너지를 높여라!
한양대학교 기술경영전문대학원

SPEAKER & MODERATOR



Professor. Brigitte Borja Mozota

CEO Designence
Honorary professor Université Paris X Nanterre
World Design Capital, France Advisory Board
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Leverhulme Research Fellow. Royal College of Art, Innovation Design Engineering (IDE) UK

DAY 1
DISCOVER

2018.11.12 (MON)
19:00~22:00

The many risky changes of our times (economics, ecology, digital, biology)

What is the value of design and Design Thinking for understanding the challenges and creating a Vision ?

- The value of Design and of Design Management in organizations : evolution of design impact .

-The “Designence" and Design Ladder models
(source Handbook DM BERG 2011. Sciences du design 2018)

- Exploring the trends in macro economics and in management (such as purpose driven organizations) and their consequences for the 21st century managers What are the changes required? (The augmented PESTEL model)

- Understanding the power of designers attitude and of designers skills (Follett)

- Working on participants chosen case study: What does it mean for them to change in every day practice ?

DISCOVERY-DEFINE-DEVELOP

DAY 2
DEFINE

2018.11.15 (THU)
19:00~22:00

How vision or strategy changes the culture of the organization.

What is the value of designers competencies and of the design attitude for organizations human resources?

-What is a design strategy and its link to the company's brand and vision ?

- How Design Management can help changing the culture in coherence with external changes and minimize cultural gaps ?

- How Design Management can help aligning the external change with the internal culture ?(source paper Gruber 2015 Academy of Management)

- What does it mean for participants in their every day practice ? employee experience, ≪ customer brand ≫ versus ≪ organization brand ≫

DISCOVERY-DEFINE-DEVELOP

DAY 3
DEVELOP

2018.11.16 (FRI)
19:00~22:00

How to implement a cultural change through process innovation ?

What is the value of design processes / added to other processes (Lean ,Agile …) / in making the change real

- Understanding the reasons behind the success of DT methods now.

- Aligning the designer ' s office and his or her methods with the changes at stake : experimentation , designing the experience .

- What is the value of design processes? Defining indicators for measuring design impact

- What does it mean for the participants in their every day practice? Working individually on their chosen case study, objective and individual change.

DISCOVERY-DEFINE-DEVELOP

오시는길

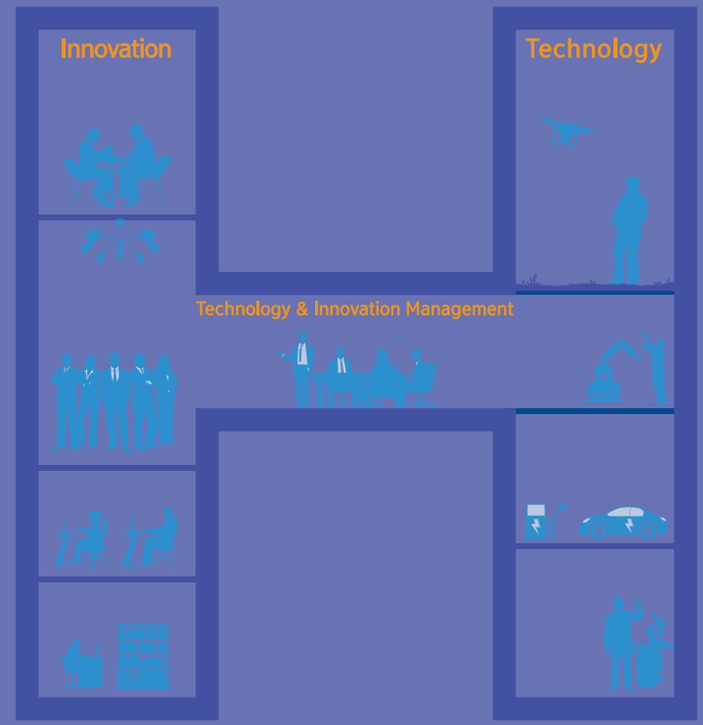


주소 및 연락처

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연락처 : 02-2220-2251~3
팩스 : 02-2220-2255

교통편안내

지하철 2호선 한양대역 2번출구
간선버스 : 302번, 410번
지선번호 : 2012(청량리)번, 2013번, 2014번, 2222번



디자인과 경영
시너지를 높여라!
한양대학교 기술경영전문대학원