

Professional Certificate in Design Management: Strategy, Culture and Business (120hrs) 65043C

The course aims to equip professionals with design management knowledge that are specific to the creative industry. Practitioners will learn about cultural policy issues, how cultural trends and meaning can present business values and opportunities. Practitioners will also learn the strategy of penetration and differentiation, and develop logical thinking and reasoning in making decisions, business negotiations and forecasting.

This course is interdisciplinary and is appropriate for professionals aiming to be in leadership and management roles as well as for entrepreneurs.

Upon successful completion of the following course, students will receive the award of the *Professional Diploma in Design Management*. Please see each course for details and schedule.

- Professional Certificate in Design Management: Strategy, Culture and Business (120 hours, Fee: \$16,350)
- Professional Certificate in Design Management: Design Research and Branding (120 hours, Fee: \$16,350)

Course Outline

1. Strategic Management in Design (30 hrs) Module Code DDP4138Y
 - Principle of strategic management
 - Product life cycle and creating competitive advantage
 - Five Competitive Forces (Porter)
 - Vertical and horizontal integration in business development
2. Cultural Economy for Design (45 hrs) Module Code DDP4139Y
 - Cultural economy for business
 - Segmentation of creative class
 - Building the Creative Capital
 - Understanding of Intellectual Property (I.P.)
3. Logical Thinking for Business (45 hrs) Module Code DDP4140Y
 - Logical thinking for decision maker
 - Logic for Business Forecasting
 - Meaning and definitions for decision making
 - Avoiding thinking mistake

Duration: 120 hrs

Fees

Full Course: \$16,350 (120hrs)

Single Module: \$4,500 (30hrs)

\$6,700 (45hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in www.hkdi.edu.hk/peec

Minimum Entry Requirements

5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.



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Enquiry

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