



The Program on Design Management [PDM]

~ For enhancement of the ability pertaining to product and corporate design ~

【 Key Benefits】

1. To understand the importance of design management in corporate management and business strategy.
2. To understand the importance of brand building and communication design that reflect a company's vision and business strategy.
3. To understand design concepts such as user-centered design, universal design, and sustainable design.

- **Date** : 31 October – 13 November 2019 (2 weeks)
- **Venue** : AOTS Tokyo Kenshu Center
- **Target Participants (residents of developing countries)** :

- Managers or designers* who are involved in design management.
- Owners or executives who are responsible for design development in small and medium sized companies.

*Note: Participation by parts designers, machinery design technicians, those who are involved in design related to construction, and designers in the garment or textile industries are not permitted.

- **Application Deadline** : 6 September 2019

Contact information

Overseas Cooperation Group, AOTS
30-1, Senju-Azuma 1-chome, Adachi-ku, Tokyo
120-8534, Japan
TEL : 81-3-3888-8256 FAX:81-3-3888-8264
Email : shouhei-au@aots.jp

AOTS

Search

Program Director

Mr. Hiromi Inokuchi

Professor, Institute of Innovation

Musashino Art University

As one of the most prominent experts in strategic design management, Prof. Inokuchi has been actively engaged in research and teaching. After spending the first 18 years of his career with the Japan Institute of Design Promotion, he moved to Iid, Inc., a design think tank founded by Nissan, and then joined Musashino Art University as a Professor in the Department of Design Informatics. Having involved in the establishment of the Institute of Innovation that consists of a new department and graduate school, he started to serve as a professor therein in April 2019.

Schedule (tentative)

※All lectures/visits will be conducted in English

Date	Morning Session	Afternoon Session
30 October. (Wed.)	(Arrival in Japan)	
31 (Thu.)	Orientation Opening Ceremony	LECTURE: Introduction to Design Management
1 November (Fri.)	LECTURE & EXERCISE: Product Design	
2 (Sat.)	OBSERVATION: Good Design Exhibition 2019	
3 (Sun.)	Day off	
4 (Mon.)	LECTURE: Corporate Strategy and Design	
5 (Tue.)	LECTURE: Development of Organizational Structure for Design Management	LECTURE: Product Concept and Design Development (1) <Eco-Design>
6 (Wed.)	LECTURE : Product Concept and Design Development (2) <Universal Design>	
7 (Thu.)	STUDY TOUR	COMPANY VISIT: Corporate Strategy and Design - Case Example (1)
8 (Fri.)		COMPANY VISIT: Corporate Strategy and Design - Case Example (2)
9 (Sat.) 10 (Sun.)	Days off	
11 (Mon.)	LECTURE: Package Design	OBSERVATION: Case study of Design Management
12 (Tue.)	LECTURE: Product Concept and Design Development (3) <User - centered Design>	
13 (Wed.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony
14 (Thu.)	(Departure from Japan)	

AOTS Tokyo Kenshu Center

30-1, Senju-azuma
1-chome, Adachi-ku,
Tokyo 120-8534

