



Course Manual 2014

Strategic Value of Design

LECTURERS:

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CHRISTINE DE LILLE

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GUEST SPEAKERS

1. General Course Information

Course name	Strategic Value of Design (ID4340)
Semester	2nd semester, period 4
Target group	Students of SPD
Prerequisites	Students should be enrolled in the master SPD
Coordinator	Giulia Calabretta, room B4-160, tel. 015-2789443 E-mail: g.calabretta@tudelft.nl
Lecturers and coaches	Giulia Calabretta (g.calabretta@tudelft.nl), Christine De Lille (C.S.H.deLille@tudelft.nl), Dirk Snelders (H.M.J.J.Snelders@tudelft.nl), academic and industry experts
Secretary	Mrs Daniëlle van der Kruk, room C4-010, tel. 015-2787392, email: d.m.vanderkruk@tudelft.nl
Credits	3 ECTS
Teaching method	Lectures, discussions, workshops
Assessment	An individual exam with multiple choice questions (50%) and a group exercise of representing a design consultant's position on a website, where some aspect of the value of design for business partners is highlighted in an informed and creative manner (group work) (50%)
Responsible Faculty	Industrial Design Engineering
Master programme	SPD
Communication	All documents will be disclosed via Blackboard. Blackboard should be checked regularly for changes and updates on classes' location and content

2. Course objectives and description

This course will give insights into the various ways in which design (and design professionals) can create value for companies, and thus become a source of competitive advantage. Becoming aware of design's strategic value and developing skills in delivering such value will allow strategic designers to:

1. Position their work amongst the work of other designers and non-designers.
2. Provide managers – i.e., design managers, innovation managers, marketing managers, general managers - with a rich view of the potential value of design as a source of competitive advantage.

Lectures aim at clarifying the meaning of 'strategic value of design' (Lecture 1), its connection with competitive advantage (Lecture 7), and its evolution over time (Lecture 4). Additionally, students will be confronted and invited to reflect on different ways in which design can generate value and, thus, competitive advantage:

- By helping companies in defining and strategically managing the design style of their products (Lecture 2).
- By a set of capabilities and tools that can help managers in improving different innovation processes (Lecture 3)
- By improving companies decision-making process as strategic consultants in innovation-related decisions (Lecture 5).
- By helping companies in defining and pursuing design-driven innovation strategies (Lecture 6);
- By guiding companies in the development of innovative and successful services and product-service systems (PSS), in addition to products (Lecture 8).

The above description of the lectures is summarized in Figure 1.