

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

17 - 30 August 2011 (2 Weeks) at the AOTS Tokyo Kenshu Center (TKC) (To Be Determined)

Key Benefits

By the end of this program, participants will be able to deepen their understanding on:

- (1) the importance of design management in corporate management and business strategy;
- (2) the organizational structure and functions of strategically utilizing design;
- (3) the importance of brand building and communication design that reflect a company's vision and business strategy; and
- (4) design concepts such as user-centered design, universal design, and eco-design.

Target Participants

Executives, senior managers, or designers*, who are involved in design management.

*Note: This program is targeted at those involved in product design and graphic design, so participation by machinery design

Language

All lectures and visits will be conducted in English or Japanese with translation into English.

Course Contents

- Strategic use of design and design management
- Design concepts
- Good design management companies in Japan
- Wrap up discussion

— Part of the participation expenses will be covered by subsidy from the Japanese government —

Training Schedule (Tentative)

Date	Morning Session	Afternoon Session
17-Aug (Wed.)	Opening Ceremony Orientation	Lecture: Introduction to Design Management Lecture: Good Design Companies in Japan
18-Aug (Thu.)	Lecture: Development of Organizational Structure for Design Management	Lecture: Corporate Strategy and Design Case Example(1)
19-Aug (Fri.)	Lecture: Product Concept and Design Development (1) < User-centered Design>	
22-Aug (Mon.)	Lecture: Product Concept and Design Development (2) <Universal Design>	
23-Aug (Tue.)	Lecture: Product Concept and Design Development (3) <Eco-Design>	
24-Aug (Wed.)	Lecture: Product Concept and Design Development (4) <Package Design>	
25-Aug (Thu.)	Study Tour:	Company Visit: Corporate Strategy and Design Case Example (2)
26-Aug (Fri.)		Company Visit: Corporate Strategy and Design Case Example (3)
27-Aug (Sat.)	Visit: GOOD DESIGN EXPO <To Be Determined> - Design Trends in Japanese Industry -	
29-Aug (Mon.)	Lecture: Brand Strategy and Communication	Lecture: Business Innovation by Design
30-Aug (Tue.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony

Visit http://www.aots.or.jp/eng/t_prg_i/management/fy/2011/management.html for the Program Outline and Participation Requirement