Syllabus
Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Management and Design</th>
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</thead>
<tbody>
<tr>
<td>Course code</td>
<td>27245</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Master in Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>1st semester, ay 2020-21</td>
</tr>
<tr>
<td>Year</td>
<td>2nd study year</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>36</td>
</tr>
<tr>
<td>Total lab hours</td>
<td>0</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>0</td>
</tr>
<tr>
<td>Attendance</td>
<td>suggested, but not required</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>not foreseen</td>
</tr>
<tr>
<td>Course page</td>
<td><a href="https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020">https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020</a></td>
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Specific educational objectives

The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Business Administration.

The course defines an emerging area that connects the management field to the theory and the practice of design, in particular with respect to the design and the management of innovative and complex projects. While the course is teaching the students to reflect on the relevance of this emerging theoretical approach, it is designed for providing the students with professional skills and multidisciplinary knowledge.

The educational objectives of this course are here highlighted:

**Complementarity and opposition of design logic and management logic**

**Exploring the Reinvention of Management**
How can ideas from design inform and improve management? And, how can designing complement analyzing and deciding as core managerial skills?

**Design Management - Taking Charge of Processes and People**
Design management is the business side of design. Along
this perspective design managers tackle three major challenges: first, ensuring that design strategy and activities are in keeping with the larger business strategy. Second, ensuring the quality of the outcomes of design activities. Third, ensuring that user experience is prioritized and ensuring that it is user needs that create new products and differentiation from the competition.

**Design Thinking for Strategy**

This approach to innovation combines creative and analytical approaches and requires collaboration across disciplines. This process—which has been called design thinking—draws on methods from engineering and design, and combines them with ideas from the arts, tools from the social sciences, and insights from the business world.

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**Lecturer**

Alessandro Narduzzo, E508, anarduzzo@unibz.it; lecturer’s page
https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5125-alessandro-narduzzo

**Scientific sector of the lecturer**

SECS-P/08

**Teaching language**

English

**Office hours**

please refer to the lecturer’s web page

**Lecturing assistant**

Not foreseen

**Teaching assistant**

Not foreseen

**Office hours**

18 (please refer to lecturers timetable)

**List of topics covered**

The course consists of two complementary sides: a critical review of the academic and professional literature, and a series of specific lectures offered by professionals that reflect on specific projects and experiences where management and design logics coexist and coevolve.

**Teaching format**

Knowledge and understanding of strategic design as a systemic phenomenon involving the coexistence of management and design logics.

Applying knowledge and understanding to confront and analyse different approach to reason on the relationship between design and management in the contemporary business.

Making critical and autonomous judgments in the analysis of empirical cases of management design and in the
comparison of theoretical models and perspectives. Communication skills to describe concepts and models and to present in a persuasive and proper way the results of critical analyses of strategic design. Learning skills to deepen in an autonomous way a critical understanding of theoretical models on the design and the management of complex problems in VUCA contexts.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Written and project: written exam with review questions, conducting experiments and evaluating results</th>
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<tbody>
<tr>
<td>Assessment language</td>
<td>English</td>
</tr>
<tr>
<td>Evaluation criteria and</td>
<td>Final written exam: 50% and project 50%</td>
</tr>
<tr>
<td>criteria for awarding marks</td>
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**Required readings**


**Supplementary readings**