

Analysis of Design Management Course in College Design Major Teaching

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ABSTRACT

With the rapid development of the global design industry, design management is increasingly important as a bridge between design and business. In the teaching of design major in universities, how to effectively integrate design management knowledge into teaching practice and cultivate design management talents with innovative spirit and practical ability has become an urgent problem to be solved in the field of design education. Based on the existing research, this paper further discusses the practice path of design management courses in the teaching of university design major.

KEYWORDS

Management Design; Teacht Method; Practice Approach

1. INTRODUCTION

As an important part of the teaching of university design major, design management course aims to cultivate students' comprehensive management ability in design projects, including team coordination, resource allocation, time control, risk management, etc. Through systematic teaching and practical training, students are able to better cope with complex design challenges in their future career and achieve an effective combination of design and business. The teaching content of the design management course should be closely combined with the actual needs of the design industry, including the planning, organization, implementation and evaluation of the design project. In the planning stage, students need to learn how to conduct market research, target positioning and strategy formulation; in the organization stage, students need to master management skills such as team building, task allocation and schedule; in the implementation stage, students need to communicate and cooperate with team members, customers and suppliers to ensure the smooth progress of the project; in the evaluation stage, students need to master the methods and standards of project evaluation and objectively evaluate the design results. Design management course firmly grasp the discipline development direction of industrial transformation and intelligent sustainable design of future life, combined with the national development strategy, university education mission and global development trend, and build a set of teaching system with "knowledge transmission-value leading" as the core, through the undergraduate and graduate level teaching system. This system emphasizes the supporting role of philosophical principles in ideological and political education and knowledge education, and promotes the integration and reciprocity of ideological and political knowledge element and design management knowledge element in curriculum through innovative teaching methods. At the same time, Marx's ideological and political elements such as "the theory of value" and "practical theory", Adam Smith's "theory of division of labor", comprehensively impart the core knowledge content of design innovation connotation, design strategy and policy, design value and

competitiveness, and enterprise design management practice. On this basis, we is committed to exploring and building a knowledge system of independent design management course with Chinese characteristics, so as to promote the sustainable development of design management discipline.

2. LITERATURE REVIEW

Design management course is an important link aiming to improve the quality of design education and cultivate innovative design talents through scientific management methods and means. Under the current development trend of globalization, informatization and intelligence, design management not only helps to enhance the competitiveness of design majors in universities, but also has a far-reaching impact on promoting the innovative development of China's design industry. Within the enterprise, when the designers master more management knowledge and skills, they can not only better complete the design work, but also play a greater role in the overall strategy and operation of the company. With the development of economy and technology, people's demand for design is becoming higher and higher, requiring a large number of designers and excellent design management talents. The demand for design management talents also promotes the development of design management education, and various countries have included design management courses in the teaching plans of colleges and universities.

In the 1970s, a scholar from the UK first conducted in-depth research and discussion on design management from the unique perspective of operation and management. In 1975, the University of London and the London Business School jointly offered a course in design and management, making the UK the first country in the world to conduct design and management education. Among them, Professor Peter Gorb has made significant contributions to the development of design management. In 1980, the UK National Degree Awarding Council established the Design Management Research Working Group and introduced design management courses in the MBA program as well as design-related majors. Nowadays, design management education in the UK has been very mature and can cultivate inter-disciplinary talents with various abilities. This educational system has had a profound impact on the field of design management around the world.

In 2013, WeZehai School of Management at Case Western Reserve University in the United States established the Department of Design and Innovation for the first time, becoming the first institution in the world to establish a design and innovation department in the school of Management. At Carnegie Mellon University, Professor Richard Buchanan teaches the DIM course, who emphasizes the key role of "design thinking" in organizational innovation. Freeze Professor stressed that enterprises should recognize the value of design resources and promote the integration of design management knowledge into MBA courses. At the same time, the Pratt School of Design also offers a master's course in design management for designers with practical experience.

With the core of internal design management in Japanese enterprises, the higher design institutions in Japan also began to add the subjects of design and management. In order to promote the regularization of design management education, the Japanese Ministry of Economy, Trade and Industry conducted a survey on the design management education in European and American universities in 2003 and 2004 respectively, and drew on their experience. From the three fields of design, engineering and management, design education is repositioned, with the application method of design in operation and management as the core, the basic knowledge of operation and management is supplemented, and the teaching quality of design method is improved. Kyushu University in Japan has made a lot of attempts in this regard and achieved good results.

3. METHODOLOGY

In order to effectively practice design management courses in the teaching of college design majors, this paper proposes a series of specific methods. First, we adopt an interdisciplinary teaching approach to combine design management courses with business, art, psychology and other related disciplines to broaden students' knowledge horizons and develop their comprehensive application ability. In addition, through case analysis, project practice, enterprise practice and other teaching methods, students can deepen their understanding of design management theory in practice, and improve their ability to solve practical problems.

In terms of curriculum design, we pay attention to the combination of theory and practice. Design management courses not only cover the basic theories, methods and skills of design management, but also involve cutting-edge issues such as design strategy, design innovation and design ethics. At the same time, we encourage students to participate in the actual design and management projects, and improve their practical ability and teamwork ability through teamwork, market research, program formulation and other processes.

In addition, we also actively build a practical teaching platform for school-enterprise cooperation. By working closely with enterprises, we provide students with more practical opportunities and invite corporate experts to serve as course lecturers or project mentors to share their design management experiences and cases. This not only helps students better understand industry trends and business needs, but also helps them build broader contacts and career networks. The practical application of design management in college teaching needs to closely combine the characteristics and actual needs of design education to form a set of effective teaching mode. First of all, universities should strengthen the research of the design management theory, combine it with the design practice, and construct a design management theory system with Chinese characteristics. This can not only provide students with rich theoretical knowledge, but also guide them to apply what they have learned to practical design projects to improve their ability to solve problems. Colleges and universities should pay attention to the practical teaching of the design and management courses. By organizing students to participate in design projects, simulation design management and other practical activities, students can feel the charm and challenge of design management in practical operation, so as to deepen the understanding and mastery of design management theory. At the same time, universities can also invite experts from the design industry to give lectures or give lectures

The practical application of design management in college teaching is not only reflected in the setting of course content, but also reflected in the innovation of teaching methods and means. The traditional education mode often pays attention to the teaching of theoretical knowledge, while the design management emphasizes the close combination of theory and practice, and encourages students to learn and master the essence of design management in practical operation. First of all, colleges and universities can help students to master the basic theories and methods of design management systematically by setting up design management related courses, such as "design project management", "design economics", etc. These courses should focus on the combination of theory and practice, and through case analysis, group discussion and practical operation, students can have an in-depth understanding of the application of design management in practical projects. Secondly, colleges and universities can strengthen the cooperation with enterprises and carry out school-enterprise cooperation projects, so that students can learn and apply the design management knowledge in practice. By participating in practical projects of the enterprise, students can not only exercise their design skills, but also learn practical skills such as how to cooperate with team members, how to communicate with customers, and how to manage projects, laying a solid foundation for future career development. In addition, universities can invite experts and scholars in the field of design management to hold lectures or workshops to share their experiences and insights with students. These activities can not only broaden students' horizons, but also stimulate their innovative thinking

and entrepreneurial enthusiasm, and provide strong support for the cultivation of innovative design talents.

4. FINDINGS

Under the development trend of globalization, informatization and intelligence, the practical application of design management in college teaching will be more extensive and deep. Colleges and universities should keep up with the pace of The Times, constantly innovate educational concepts and teaching methods, and strive to cultivate more design talents with innovative spirit and practical ability. At the same time, students should also cherish the opportunity, actively participate in various practical activities, and strive to improve their design ability and management level, to contribute their own strength to promote the innovative development of China's design industry. First of all, the practical application of design management in college teaching is reflected in the construction of the curriculum system. Through the systematic integration of design theory courses and practical courses, students can master the basic design principles and skills, but also have the comprehensive ability of project management and market analysis. In addition, design management also emphasizes interdisciplinary integration and encourages students to participate in multidisciplinary research and practice activities to broaden their horizons and stimulate innovative thinking. Secondly, the practical application of design management in college teaching is reflected in the innovation of teaching methods. Design management advocates a student-centered and teacher-guided teaching mode, and pays attention to cultivating students' independent learning ability and critical thinking. At the same time, design management also advocates project-based teaching, so that students can exercise their ability in practical projects and improve their ability to solve complex problems. In terms of the innovation of teaching methods, design management focuses on the introduction of modern information technology means, such as virtual reality (VR), augmented reality (AR) and artificial intelligence (AI), to enrich students' learning experience and improve teaching efficiency. These technologies not only make the teaching process more vivid and interesting, but also can simulate the real design environment, allowing students to complete the design and management of the actual projects in the virtual space, so as to deepen the understanding and application of the design management theory.

At the same time, design management also encourages students to conduct self-directed learning and collaborative learning through online platforms. The online platform provides students with rich learning resources and communication opportunities, so that them to learn anytime and anywhere, and communicate and cooperate with students and teachers from different regions and different backgrounds. This learning style not only improves the students' learning efficiency, but also cultivates their teamwork ability and cross-cultural communication skills. In addition, the design management also focuses on cultivating students' innovative thinking and entrepreneurial spirit. By holding design competitions, entrepreneurship competitions and other activities, we will stimulate students' enthusiasm for innovation and entrepreneurial motivation, and encourage them to apply what they have learned to practical problem solving and new product development. These activities not only exercise students' practical ability, but also let them feel the value and significance of design management in practice. In the evaluation system, the design management emphasizes multiple evaluation and comprehensive evaluation. In addition to the traditional examination and homework evaluation methods, it also pays attention to the students' practical performance, teamwork, innovative thinking and other aspects of the evaluation. This evaluation system can more fully reflect the students' learning outcomes and ability level, and encourage them to constantly pursue excellence and progress in their learning.

The practical application of design management in college teaching is a process of continuous innovation and development. Colleges and universities should keep up with the pace of The Times, constantly explore and practice new teaching concepts and methods, in order to cultivate more

innovative spirit and practical ability. Practical path of design management curriculum needs to be comprehensively considered from the teaching content, teaching methods and teaching means. Design management curriculum should break the boundaries of traditional disciplines and realize interdisciplinary integration teaching. Through the cross-integration with marketing, enterprise management, psychology and other related disciplines, students can understand the connotation and essence of design management from multiple perspectives. At the same time, this interdisciplinary teaching method can also help students to establish a more comprehensive knowledge system and improve their comprehensive quality. Case analysis is one of the very important teaching methods in the design of management curriculum. By analyzing the successful design management cases at home and abroad, students can have a deep understanding of the practical application and effect of design management.

At the same time, combined with practical operation, such as design project planning, design team management, design process optimization, etc., students can transform theoretical knowledge into practical ability, improve the ability to solve practical problems. Industry-university-research cooperation education is an important part in the practice path of design management courses. Through cooperation with enterprises and research institutions, design and management courses are closely integrated with industry needs, enabling students to have a deep understanding of industry trends and development trends. At the same time, by participating in the design and management of actual projects, students can gain more rich practical experience and improve the practical ability of design management. International exchange and cooperation is one of the important ways to improve the level of design management courses. Through the cooperation with the well-known foreign universities and design institutions, the introduction of international advanced design management concepts and teaching methods, can help students to broaden their international vision, improve their cross-cultural communication ability. At the same time, by participating in international design competitions and exhibitions and other activities, students can show their design achievements and strength, and improve their international influence.

The practice path of design management course in the teaching of university design major needs to be explored and innovated continuously. Through interdisciplinary integration teaching, case analysis and practical operation, industry-university-research cooperation education, international exchange and cooperation and other ways, students' design and management ability and comprehensive quality can be improved, and design and management talents with innovative spirit and practical ability can be cultivated. At the same time, it also needs the joint efforts and support of universities, enterprises and the government.

5. CONCLUSION

Traditionally, the teaching of business schools focuses on building business management models using the theories of management and economics. For example, focusing on the investigation and analysis of market, competition, and customers, based on this basis to conduct market positioning and clarify consumer needs. However, the teaching of the School of Design has a very different thinking, emphasizing more thorough user research, understanding people's potential needs, and better combining the insight of consumers with the design of products and services, so as to provide a better experience for consumers.

In the future, the focus of management education will shift from the dissemination of simple management skills to the cultivation of entrepreneurship and entrepreneurship. Management education will put more emphasis on innovation and entrepreneurship, whose core is to cultivate students' innovative thinking, innovative management ability, entrepreneurial spirit and the ability to manage enterprises. The key to innovation and entrepreneurship is to stimulate people's creativity, which also comes from the imagination. Art, fine arts, design and other fields are the places where

imagination breeds is the richest. The combination of management and design will bring new thinking, new ways of education, and new channels for talent growth.

In the context of globalization and digitalization, the practical application of design management in college teaching has shown great potential and value. It not only provides students with rich opportunities for practice, but also injects new vitality into the innovative development of the design industry. However, we still need to realize that the practical application of design management teaching is a process of sustainable development and improvement, which requires the joint efforts of universities, teachers, students and all sectors of society to constantly explore and innovate. In the practical application of design and management of university teaching, we should also pay attention to the teaching mode of industry-university-research integration. This model aims to closely combine teaching, scientific research and industry to form a benign interaction, so as to promote the innovation and development of design management. To be specific, universities can cooperate with enterprises and research institutes to jointly carry out scientific research projects in the field of design and management, so that students can participate in the actual research work and experience the rigor and innovation of scientific research. At the same time, enterprises can provide practice bases and real cases for colleges and universities to help students better understand the application of design management in real industries, and cultivate students' practical ability and problem-solving ability. Finally, the practical application of design management in college teaching is reflected in the reform of student evaluation system. Design management advocates a diversified and whole-process evaluation system, which not only pays attention to students' academic performance, but also pays attention to the cultivation of students' comprehensive quality and ability. Through the reform of the evaluation system, it can better stimulate students' interest in learning and promote students' all-round development. In short, the practical application of design management in college teaching is of great significance for improving the quality of design education in China and cultivating innovative design talents. Colleges and universities should actively explore effective ways of design management and provide high-quality design talents for the innovative development of China's design industry. This is the place to fill in information about funds, sponsors, etc. that need to be thanked.

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