

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Design Management
2	<b>Course Code</b>	US0908
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	N/A
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	N/A

6	Course Description
	<p>Design managers are responsible for the management of design projects, teams, contracts and the operational practice of design. This may involve work within corporate in-house design teams or external design consultancy. Design managers have strong communication, project management and interpersonal skills.</p> <p>The BA (Hons) Design Management Level 6 course is designed to develop your professional, creative, communication, research, critical thinking and analytical skills, whilst developing your confidence, for progression into employment, or post graduate study. You will be involved in complex problem solving, you will work individually and in team-based activities, whilst developing your leadership, negotiation and people management skills. The course balances design management theory and principles, research and practical activity, within an environment which reflects a design practice and promotes employability. As the course will attract students from a variety of design disciplines, students are encouraged to consider their career aspirations from the outset and develop the appropriate skills to align with industry.</p> <p>Design management involves a wide range of sectors and design disciplines and this course gives you the opportunity to develop the skills and knowledge required to work as design managers, client relationship managers, account executives, project managers, heads of creative, design directors, design consultants and design researchers.</p> <p>While you will retain links with design practice, you will step into a challenging environment, that reflects as closely as possible the ways of working, the practices and the behaviours that operate in the design profession.</p> <p>The course will provide an interesting and engaging approach to design problems and whilst the expectations of academic study will increase during level 6, students will practice and apply creative approaches through a range of research methods, critical analysis and synthesis of data. This course is for students wishing to develop a new career path, students who recognize the design management opportunity and have the personal qualities sought after by employers.</p> <p>You will also be expected to work with external contributors, staff and students from a range of disciplines and cultures in a professional and accountable way. The course will be taught by staff in lecture, workshop and activity-based settings. This will include specialist guest lectures, project briefings and group critiques supported by industry.</p> <p>Applicants will have completed Levels 4 and 5 in a design discipline and achieved 240 credits by the end of Level 5. As BA (Hons) Design Management is a top-up course at Level 6 and as</p>

	entry points differ for each undergraduate design discipline, applicants must meet the course entry requirements.
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<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	BA (Hons) Design Management	Level 6	120
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	N/A		

<b>8</b>	<b>Derogation from the University Regulations</b>
	N/A

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full-time	BCU City Centre Campus	1 year	US0908

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge and Understanding</b>
<b>1</b>	Demonstrate the knowledge and skills to set up and sustain a design business.
<b>2</b>	Develop a multi-discipline collaboration through leadership and people management and assess its impact on the project team.
<b>3</b>	Communicate a critical approach to complex design problems and demonstrate attention to detail when presenting concepts to a client.
<b>4</b>	Evaluate your role and position within the work environment and record your progress from a professional development perspective.
<b>5</b>	Formulate a convincing project plan proposal which demonstrates your understanding of design project implementation.
<b>6</b>	Interpret your understanding of the design project management process, financial considerations, timescales and recommendations in the context of your chosen design discipline.
<b>7</b>	Analyse and assess the needs of the client and construct a range of engaging content in a detailed and informative way.
<b>8</b>	Critically evaluate your research journey and demonstrate confidence in delivering to a client or an employer.
	<b>Skills and other attributes</b>
<b>9</b>	Analyse an appropriate body of published research / professional output in order to identify a research proposal.
<b>10</b>	Select and apply appropriate methods, underpinned by relevant debates, theories and practice, to develop a response to the defined proposal.
<b>11</b>	Synthesise the knowledge gained from your activities, in order to demonstrate a resolution that is evaluative and appropriate to the specialism.
<b>12</b>	Successfully communicate the results of your inquiry giving consideration to appropriate and relevant academic, ethical and professional requirements.
<b>13</b>	Redefine your career path by recording your experience through the construction of a reflective professional development plan.

<b>12</b>	<b>Course Requirements</b>												
<b>12a</b>	<b>Level 6:</b> <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table border="1" data-bbox="207 1563 1385 1803"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>DES6008</td> <td>Design Entrepreneurship, Strategy and Innovation</td> <td>40</td> </tr> <tr> <td>DES6009</td> <td>Design Project Management and Implementation</td> <td>20</td> </tr> <tr> <td>DES6010</td> <td>Design Major Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	DES6008	Design Entrepreneurship, Strategy and Innovation	40	DES6009	Design Project Management and Implementation	20	DES6010	Design Major Project	60
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DES6008	Design Entrepreneurship, Strategy and Innovation	40											
DES6009	Design Project Management and Implementation	20											
DES6010	Design Major Project	60											

## 12b Structure Diagram

### BA (Hons) Design Management (Level 6 | Top-up)

SEMESTER ONE (15 weeks)	SEMESTER TWO (15 weeks)
Core DES6008 Module 1: Design Entrepreneurship, Strategy and Innovation (40 credits) DES6009 Module 2: Design Project Management and Implementation (20 credits)	Core DES6010 Module 3: Design Major Project (60 credits)

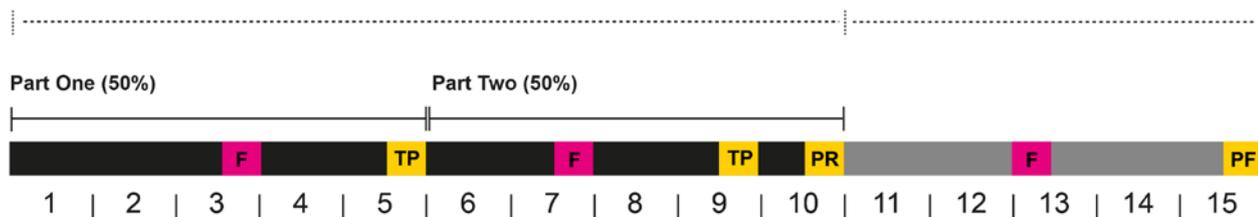
## BA (Hons) Design Management

## L6 | Top-up

### Semester 1

Module 1 - Design Entrepreneurship, Strategy and Innovation (40 credits)

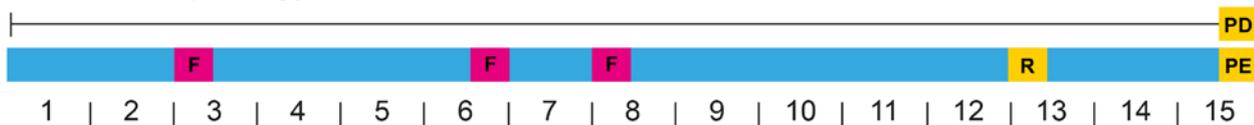
Module 2 - Design Project Management and Implementation (20 credits)



### Semester 2

Module 3 - Design Major Project (60 credits)

Professional Development Log | Graduate+



**Module 1**  
Design Entrepreneurship, Strategy and Innovation

**Module 2**  
Design Project Management and Implementation

**Module 3**  
Design Major Project.

**F** Formative Assessment / Interim submission point

**TP** Summative - Team presentation

**PF** Summative - Written / visual / reflective portfolio

**R** Summative - Written / visual / reflective response e-report

**PR** Summative - Portfolio and reflective e-report

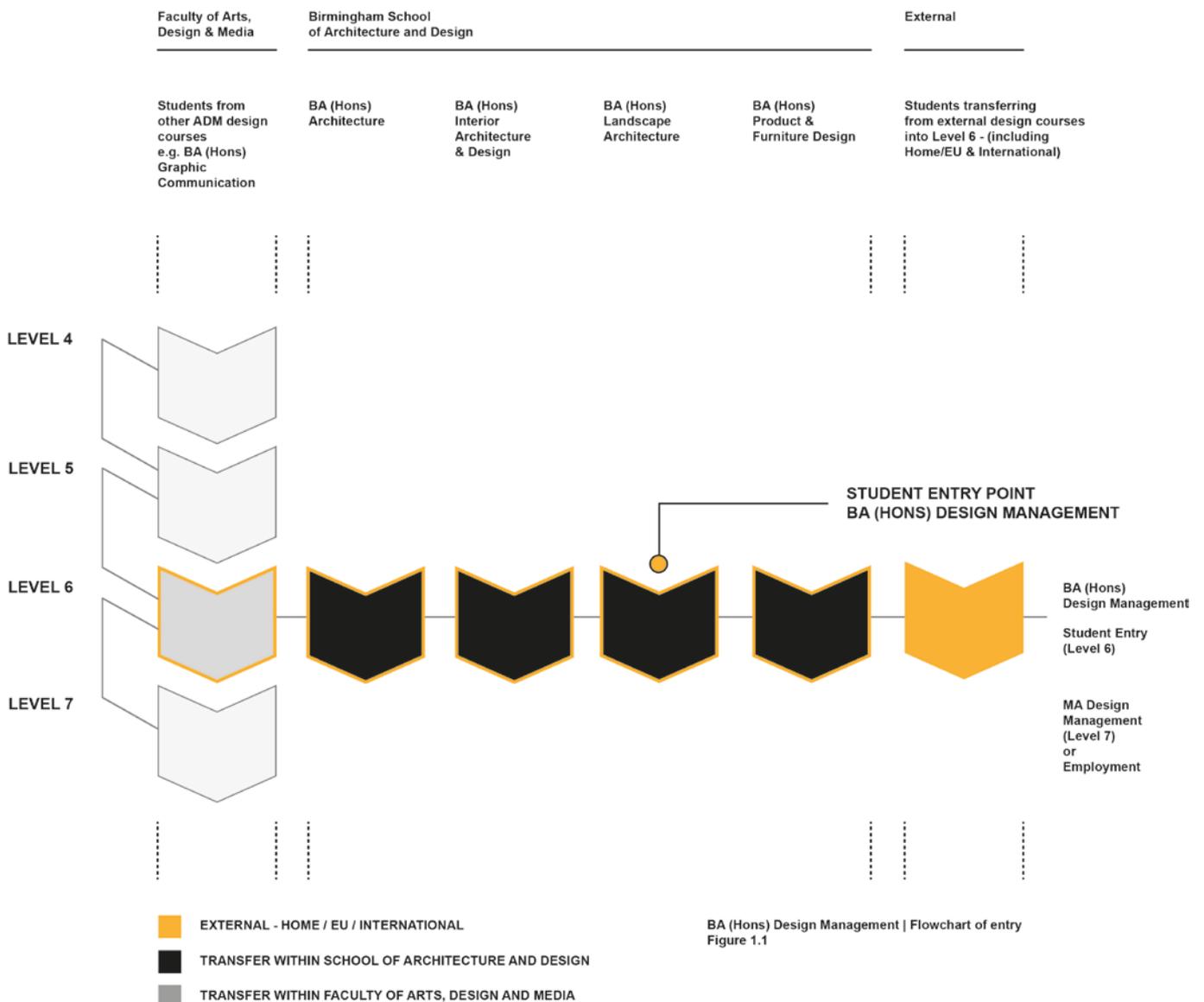
**PE** Summative - Presentation and exhibition

**PD** Summative - Professional development log

## Student entry to BA (Hons) Design Management

Students may opt to transfer onto the course at Level 6 via a number of possible routes. These include transferring from BCU design courses from within the School of Architecture and Design, from courses within the Faculty of Arts, Design and Media, or applications can be made by applying via UCAS from elsewhere at the end of Level 5.

The following diagram, (Figure 1) illustrates possible routes to transfer onto the BA (Hons) Design Management course, once students have completed Level 5 (having achieved 240 credits) or an equivalent.



BA (Hons) Design Management | Flowchart of entry  
 Figure 1.1

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 6

#### Workload

#### 25% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	300
Directed Learning	120
Private Study	780
<b>Total Hours</b>	1200