

# **IDBM Pro 2012**

**International Design Business Management  
for Professionals**

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# **International Design Business Management for Professionals**

# **Speaking Fluent Design!**

**Adopt design as a competitive advantage and link it with state-of-the-art business models and technology.**

**Upgrade your expertise and take your managerial skills to a new level.**

### **Discover**

how your organization can gain full business benefits of design activities

### **Apply**

integrative thinking to dealing with complex and ambiguous challenges your enterprise faces today

### **Create**

new products, services and solutions through incorporating design thinking into the initiatives

### **Experience**

how a multidisciplinary team incorporates creative diversity within its processes and practices

### **Get an insight**

into design business in China

### **To Whom?**

You can be an expert in business planning, marketing, product development, production, communications or design.

IDBM Pro is a multidisciplinary continuing education program that provides a platform for advancing current development initiatives in your organization. Thus we welcome teams and experts from different functions within your company. The program also offers design firms a brilliant opportunity to hone their know-how and networks.

### **Tailored Training and Business Development**

Throughout the training you will be working in a multidisciplinary group on an extensive development project. Its objectives can be directly linked to current development challenges of your organization. You will develop a design business model concentrating especially on the issues most relevant to your business.

The program consists of interactive lectures, workshops, independent study and distance learning. Literature requirements will be tailored according to participants' personal needs.

IDBM Pro covers 25 credits and has 15 days of face to face training sessions at Aalto University in Helsinki and Espoo and at the Aalto Tongji Design Factory in Shanghai. The training is conducted in English.

### **Focus on China, Market Area Asia**

Special emphasis is placed on getting acquainted with design business management in China. Together with local professionals, you will test your design business model for feasibility in the Chinese business environment. Besides this hands-on workshop, the module includes lectures and reference visits to companies.

# Do you speak design?

can you  
*iterate*  
typography?

can you  
*engineer*  
an identity?

can you  
*compute*  
a product?

can you  
*segment*  
fashion?

can you  
*buy*  
innovation?

can you  
*color*  
a price?

can you  
*write*  
usability?

can you  
*lead*  
a culture?

can you  
*weigh*  
an interface?

can you  
*code*  
value?

can you  
*estimate*  
an industry?

can you  
*visualize*  
a process?

*design*

*business*

*technology*

## Contents

| Module 1   | Module 2                   | Module 3                    | Module 4                | Module 5                   | Module 6<br>in China                                  | Module 7                  |
|--|----------------------------|-----------------------------|-------------------------|----------------------------|---|---------------------------|
| DEVELOPMENT PROJECT CONDUCTED IN A MULTIDISCIPLINARY GROUP |                            |                             |                         |                            |   |                           |
| INDIVIDUAL PRE- AND POST MODULE ASSIGNMENTS, LITERATURE    |                            |                             |                         |                            |   |                           |
| April 25–27<br>3 days<br>● ● ●                             | May 24–25<br>2 days<br>● ● | June 14–15<br>2 days<br>● ● | August 24<br>1 day<br>● | September 21<br>1 day<br>● | October 20–28<br>5 (9) days<br>● ● ● ● ●<br>● ● ● ● ● | November 23<br>1 day<br>● |

### **MODULE 1** April 25–27, 2012

#### **Design Thinking**

#### **Managing a Creative Multi-Cultural Organization**

Design Thinking as a Driver of Strategic Innovation  
Managing a Creative Multi-Cultural Organization  
Succeed in Multidisciplinary Teamwork  
The Design Business Model

### **MODULE 2** May 24–25, 2012

#### **International Marketing Strategy**

#### **Creating Value from Design in Business**

Implications of Globalization on Marketing Strategy  
Strategy and Expansion Alternatives in a Global Business Environment  
Design in a Global Environment  
Product Portfolio and Brand Management

### **MODULE 3** June 14–15, 2012

#### **Sustainable Product Development, Production and Supply Chain**

Multidisciplinary and Responsible Product Development  
Manage and Align the Sustainable Value Chain

### **MODULE 4** August 24, 2012

#### **User-Experience**

Service Design in Developing Services  
Marketing in Social Media

### **MODULE 5** September 21, 2012

#### **Introduction to Doing Business in China**

Orientation to China Module  
Business Environment and Organization Culture  
Cross-Cultural Management and Communication

### **MODULE 6** October 20–28, 2012

#### **Design Business in China**

Enduring Culture and Emerging Design in China  
Issues Facing Brand Players in China  
Reference Visits to International Companies  
Multicultural Team-Work in Action

### **MODULE 7** November 23, 2012

#### **International Design Business Management**

Presentations of Development Projects  
Wrap-Up

# “IDBM Pro connects and aligns the design, marketing and technology resources of an enterprise”

## Steering Group

### **Kalevi Ekman**

Director Aalto Design Factory

### **Mikko Koria**

Director IDBM Program,  
Aalto University School of Economics

### **Peter McGrory**

Director IDBM Program,  
Aalto University School of Art and Design

### **Markku Salimäki**

Director IDBM Program,  
Aalto University

### **Hannu Seristö**

Vice President, Professor of International Business,  
Aalto University

## How to Apply?

Please find additional information and the application form at [www.aaltopro.fi/idbmpro](http://www.aaltopro.fi/idbmpro)  
Apply by March 30, 2012.

## Fee

The fee 11 500 Euro (VAT 0 %) includes tuition (15 days of face to face sessions), tutoring of development projects, materials and handouts. Lunch and refreshments during the sessions in Finland are also included. The expenses of travelling, accommodation and meals of the China module are not included in the fee. Feel free to ask for an organization-specific offer!

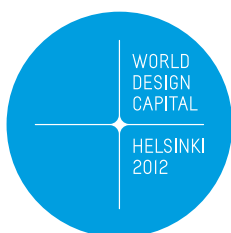
Please acquaint yourself with the terms of cancellation on the program web page. For the China module the travel agency´s cancellation policy applies.

Apply by January 20, 2012 and benefit from our earlybird offer 10 500 Euro!

## Contact

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Aalto University is a multidisciplinary  
university where science and art meet  
technology and business.