

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
of selective educational component
“DESIGN MANAGEMENT AS STRATEGIC BUSINESS TOOL”
for bachelor study program

Syllabus of the educational component “Design Management as Strategic Business Tool” of bachelor's training.

Developers: Andreas Hopf, Senior Lecturer at Lund University School of Industrial Design (Lund, Sweden), Andrii Boiar, Head of the Department of International Economic Relations, Doctor of Economics, Professor.

Agreed

Guarantor of the educational and professional program:



(signature) (A. O. Boiar)

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No 6 of February 10, 2026.

Head of the Department:



(Boiar A.O.)

I. Description of the educational component

Name of indicators	Field of knowledge, specialty, educational and professional program (EPP), educational level	Characteristics of the educational component
Full-time form of education	Field of knowledge C "Social Sciences, Journalism, Information and International Relations", specialty C1 "Economics and International Economic Relations (by specializations)", specialization "International Economic Relations", EPP "International Activity of Companies and Institutions", the first (bachelor's) level of higher education	Selective
Number of hours/credits 150/5		Year of study – 3
		Semester 5
		Lectures – 10 hours.
INDT: yes		Practical (seminar) – 20 hours.
	Independent work – 110 hours.	
	Consultations – 10 hours.	
Language of instruction		Form of control: pass or fail
		Only English

II. Information about the teachers

Name: Boiar Andrii Oleksiyovych

Scientific degree: Doctor of Economics

Academic title: Professor

Position: Head of the Department, Professor of the Department of International Economic Relations

Contact information: 0662857460, Andrij.Boyar@vnu.edu.ua.

Class days: <http://surl.li/shvned>

Name: Hopf Andreas

Scientific degree: -

Academic title: BSc in industrial design

Position: Senior Lecturer

Contact information: +49 (0)177 7973277, andreas.hopf@design.lth.se

Class days: <http://surl.li/shvned>

III. Description of the educational component

1. Course abstract.

In this course, in form of a small project-based learning exercise that focuses on entrepreneurship, you will be introduced to the basic terminology and methods of design management and brand-building used in Europe and North America.

2. The purpose and objectives of the educational component.

The design process is a systemic enabler that affects businesses in their entirety. In today's highly competitive market, the future of an enterprise is no longer to make customers do what the enterprise wants, but to enable customers to do what they like.

3. Soft skills:

- to evaluate a business idea.
- to bring it alive if feasible.
- to focus on the customer.
- to build a brand.
- to apply design management skills to business start-up situations, but also to small and medium enterprises that need to change/ready their business to address innovation driven European and North American markets.

4. Structure of the educational component.

Names of content modules and topics	Total	Lect.	Sem.	Self-study	Cons.	Form of control/ Points
Content module 1. Theoretical foundations of academic writing						
Topic 1. Introduction design management	13	2	2	12	1	DS/6
Topic 2. Design strategy and brand integration	13	2	4	12	1	DS/12
Topic 3. Start-up business case study	13	-	6	44	5	DS/18
Topic 4. Market and user research techniques	13	2	4	18	1	DS/12
Topic 5. Design ideation and concept development	13	2	2	12	1	DS/6
Topic 6. Management of the design process	17	2	2	12	1	DS/6
Types of final works						
INDT						INDT/40
Total hours/Points	150	10	20	110	10	100

* Form of control: DS – discussion, INDT – individual task.

5. Tasks for self-study.

1	Preparation for the discussion (seminar) on the topic “Introduction design management”
2	Preparation for the discussion on the topic “Design strategy and brand integration”
3	Preparation for the discussion on the topic “Start-up business case study”
4	Preparation for the discussion on the topic “Market and user research techniques”
5	Preparation for the discussion on the topic “Design ideation and concept development”
6	Preparation for the discussion on the topic “Management of the design process”
7	Completion of the INDT “Case study: “Sustainable electric off-grid products for homeowners” - which types of products, what do people want, etc., central Europe/western Europe, ownership/service, battery/solar, offline/online, etc. OR Case study: “Lviv Handmade Chocolate expands to western Europe” – gifts/occasion, shops/retailers, hotels/catering, manufactories/workshops, design/heritage, handmade/industrial, etc. Prepare and present in class PPT presentation of the outcomes.

IV. Grading Policy

Mandatory compliance with the norms of the Code of Academic Integrity of the University (<http://surl.li/aagxg>) in the learning process. Handwritten processing of the seminars missed for a good reason is allowed. The maximum number of absences allowed without a valid reason is 2. It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of the University (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 60 points for participation in discussions during seminar classes (up to 6 points for each seminar);
- up to 40 points for completing the INDT "Prepare and present in class PPT presentation of the outcomes of the case-study".

The required minimum for successful completion of the course is 60 points.

V. Final control

The form of final control is a pass or fail credit. The pass credit is assigned to the applicant automatically if he/she has completed all types of works provided for by the syllabus and received 60 or more points. In the case when a student scored less than 60 points, he/she takes a pass/fail test during the liquidation of academic debt. In this case, the points scored during the semester assessment are canceled. The maximum number of points a student can get during the liquidation of academic debt is 100. Retaking the pass/fail test is allowed no more than twice: once – to the teacher, the second time – to the commission created by the dean of the faculty (see the Regulations on the current and final assessment of the knowledge of students at Lesya Ukrainka Volyn National University – <http://surl.li/ddfha>).

For students of the EPP of the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation", the transfer of points to a 200-point scale is carried out by multiplying the points of the 100-point scale by 2.

Grading scale

Score in points	Linguistic assessment
90–100	Pass
82–89	
75–81	
67–74	
60–66	
0–59	Fail (retake required)

Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation"

Score in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

VI. Recommended Reading and Internet Resources

1. Bruce, M., & Bessant, J. (2002). *Design in business: Strategic innovation through design*. Financial Times Prentice Hall.
2. Neumeier, M. (2006). *ZAG: The #1 strategy of high-performance brands*. New Riders.
3. Wheeler, A. (2017). *Designing brand identity: An essential guide for the whole branding team* (5th ed.). Wiley.
4. Aaker, D. A. (1996). *Building strong brands*. Free Press.