



THE ASSOCIATION FOR OVERSEAS TECHNICAL SCHOLARSHIP[AOTS]

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March 2009

Program Outline

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Participation Requirements

of

The Program on Design Management

-For enhancement of the ability pertaining to product and corporate design-

[PDM]

19 August-1 September 2009

1. BACKGROUND OF THE PROGRAM:

AOTS - the Association for Overseas Technical Scholarship - is a non-profit association run with Japanese government subsidies from the Ministry of Economy, Trade and Industry (METI). Since its establishment in 1959, AOTS has been conducting various technical and management training programs in Japan for the people of developing countries. The total number of participants in past AOTS training programs amounts to almost 143,000 from about 170 developing countries and regions. These former participants are playing very important roles in industry and contributing greatly to the economic development of their respective countries.

At the request of former participants of AOTS training programs as well as the industrial and business circles in developing countries, and to meet the needs for human resource development in Japanese affiliated companies, AOTS has been organizing various training programs.

In corporate management today, the crucial elements are not only such conventional ones as product performance, quality and price; the creation of various added value through design, such as product design, package design, the design of the sales area, advertising and promotion activities and brand creation are also becoming very important. Design management is a management technique focused on how efficiently and effectively such design work and design activities can be undertaken in corporate management.

The Program on Design Management (PDM) is designed as one of AOTS's flagship courses for all the developing countries to learn business management/administration techniques and their underlying ways of thinking, all of which are characteristics of Japanese companies. It also aims to provide an opportunity for executives, senior managers, and designers* to upgrade their capabilities in design management so that they can utilize "design" as the key factor for their corporate competitive strategies.

Note: Hereinafter, the term "designer" refers to the individuals in types of work related to the design of consumer products. Therefore, other types of designers, such as parts designers are not recommended to apply for the program.

2. COUNTRY AND NUMBER OF PARTICIPANTS:

25 participants

3. PARTICIPATION REQUIREMENTS:

Participants should have the following qualifications.

- (1) As a general rule, participants should be executives, senior managers or designers involved in design management (however, this program is targeted at those involved in product design and graphic design, so participation by machinery design technicians, those involved in design related to construction, and designers in the garment or textile industries is not permitted). In addition, experts involved in design development and lecturers at educational institutions, such as universities, who are expected to play a role as a motive force in the dissemination of design management, may participate.
- (2) Participants should be between 25 and 60 years of age, with one year or more of professional experience.
- (3) Participants should be university graduates and/or have equivalent professional experience.
- (4) Participants should have a sufficient working knowledge of English.
- (5) Participants should be healthy enough to undergo an intensive training program in Japan.
- (6) Participants should be residing in developing countries.
- (7) Participants should not be students or armed forces personnel.
- (8) AOTS ex-participants who have recently been awarded an AOTS Scholarship and participated in an AOTS training program in Japan are not entitled to apply for any program which starts within six months (183 days) after they have returned home from Japan.

Notes:

- (1) In the case of Japanese companies and/or companies that have Japanese capital, persons who are engaged in the duties described in the participation requirements are able to participate in this program without regard to their positions.

- (2) Family members are not allowed to accompany the participants to Japan.
- (3) Participants shall not request AOTS to arrange, nor arrange by themselves, any additional programs, and shall leave Japan and return to their home country soon after the completion of the program.
- (4) The Guarantee Letter, which is one of the invitation documents to be issued by AOTS, shall be used only for the purpose of obtaining a training visa and shall not be used for any other purposes, such as participants' business.
- (5) The number of participants for the same host company or from the same sending company may be limited if there are more applicants than AOTS can accept.

4. APPLICATION PROCEDURE:

Applicants should apply to AOTS by submitting the following documents to reach AOTS Head Office **by no later than 11 May 2009**.

The application procedures from overseas countries and those from host companies in Japan are different.

- (1) AOTS Training Application Form, Applicant's Personal Record and Medical Check Sheet (AOTS official form)
- (2) 2 copies of a photo (4 cm×3 cm) (Please write down the applicant's name of the back)
- (3) Brochure of the applicant's company/organization
- (4) Photocopy of a passport, an election card, a driver's license or any other identification document issued by a public organization in the applicant's country containing, in Roman letters, the applicant's name in full, a photo of the applicant and his/her date of birth
- (5) Pre-Training Report
- (6) Overseas Travel Insurance Consent Form
- (7) About the handling of Personal Information Concerning Trainees (AOTS official form)
The applicant himself or herself is required to submit a form bearing his or her own signature. Either in the absence of agreement, or non-submittance, course participation will not be granted
- (8) Enquiry into Training Contract (For Japanese Joint-Venture-Companies and Companies exclusively funded by Japanese Enterprises)

AOTS official form is available. **Please click here.**

http://www.aots.or.jp/eng/t_prg_j/management/application/procedure.html

[Application from host companies in Japan]

Please refer to the following page.

[2\) Making a reservation for the Management Training Course](#)

AOTS official form is available. **Please click here.**

<http://www.aots.or.jp/jp/documents/kokunai/index.html>

The application documents will be forwarded to the AOTS Screening Committee, which will meet on 25 June 2009, for official approval of participation. Those who have successfully passed the screening process will be notified when they receive the invitation documents.

Notes: If the number of participants is less than 13 as of 11 May 2009, AOTS may postpone or cancel this program.

5. OUTLINE OF THE PROGRAM:

- OBJECTIVE

The main objective of this program is to enable participants to utilize design as management resource strategically by improving their capabilities of design management.

- KEY BENEFITS

By the end of this program, participants will be able to:

- (1) Understand the importance of design management in corporate management and business strategy,
- (2) Make an appropriate organizational environment for designers to utilize their abilities,
- (3) Apply new design concepts, such as user-centered design, universal design and eco-design, to the development of design in their respective companies,
- (4) Review their company's brand strategies by deepening their understanding of design management for brand building and designing corporate identities, and
- (5) Understand the key factors for success in design management

- DURATION

19 August - 1 September 2009 (2 weeks)

- CONTENTS

Design Management in Japan	Participants will learn about design management through case presentations of the current state and future direction of design management in Japan as well as its characteristics.
Corporate Strategy and Design Management	Participants will learn how an organization should develop a free and flexible design creation environment. They are also expected to understand the organizational operation that can utilize design as a management resource and competitive advantage, covering the importance of executive commitment, the role and responsibility of design managers and directors, etc.
User-centered Design	Participants will learn the idea, methods, and process of user-centered design and their scope of application; for example, the methods of usability evaluation, the feeding back of usability evaluation to product design, and cases of the development of user-centered product design.
Universal Design	With the advent of the aging society in Japan, Japanese companies have increasingly committed to develop easy- to use for-all products. Participants will learn the idea, methods, and process of design for universal design as well as their scope of application.
Eco Design	In recent years, Japanese companies have focused on developing environmentally conscious products. Participants will learn the idea, methods, and process of design for the environment and eco-design as well as their scope of application.
Brand Creation and Design	Participants will learn that brand and CI can be built through the design of products and logotypes in line with management vision or business strategy.

A typical daily schedule consists of a 3-hour morning session, a 3-hour afternoon session and a 2-hour evening session.

Please refer to the Tentative Schedule.

- LANGUAGE

All lectures, discussions and company visits will be conducted in English or Japanese with translation into English. In principle, the program documents and training materials will be prepared in English.

- PROGRAM DIRECTOR

Mr. Noriji Sato

Professor, College of Business Administration, Ritsumeikan University

Prof. Sato is one of the most prominent experts in the design management and cultural management fields and is actively engaged in research and teaching activities. After working 18 years at the Press and Magazine Dept, Marketing Dept, and Account Management Div. of Dentsu Inc., the largest advertising firm in Japan, he joined Ritsumeikan University as a professor to teach at the College of Business Administration and Environmental Design Institute. He is also an active board member of the Japan Institute of Design.

- TRAINING LOCATION AND ACCOMMODATION <To Be Determined>

AOTS Tokyo Kanshu Center (TKC)

<http://www.aots.or.jp/eng/about/center/tkc.html>

30-1, Senju-azuma 1-chome, Adachi-ku, Tokyo 120-8534, Japan
Tel: 81-3-3888-8231 (Reception) Fax: 81-3-3888-0763

Please refer to item 6 for further information on accommodation.

6. ACCOMMODATION: <To Be Determined>

Please click here

Application from host companies in Japan: [Application Procedures](#) [Financial Arrangements](#)

Application from overseas countries: [Application Procedures](#) [Financial Arrangements](#)

7. HANDLING OF PERSONALLY IDENTIFIABLE INFORMATION

AOTS handles personally identifiable information we have obtained from the applicant as follows:

(1) Administrator of Personally Identifiable Information: General Manager, General Affairs Division,
The Association for Overseas Technical Scholarship (AOTS)

Department in charge: General Affairs Department, General Affairs Div., AOTS

Tel: 81-3-3888-8211 e-mail: kojinjoho@aots.or.jp

(1) Use of Personally Identifiable Information

Personally identifiable information provided by the participant will only be used for the screening of the participants and the implementation of the training program. It will not be used for any other purposes or beyond the scope required by laws and regulations of Japan.

For AOTS's privacy policy, please visit <http://www.aots.or.jp/eng/privacypolicy.html>.

8. FURTHER INFORMATION

AOTS HEAD OFFICE

Mr. Kazuhiro Ichiura, Manager Scholarship Processing Department Scholarship Administration Division	30-1, Senju-azuma 1-chome, Adachi-ku, Tokyo 120-8534, Japan Tel: 81-3-3888-8214 Fax: 81-3-3888-8242 e-mail: shouhei@aots.or.jp
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AOTS OVERSEAS OFFICES /

1. AOTS Bangkok Office / (General Manager) Mr. Mikiharu Taniguchi 14th Fl. SSP Tower 3, 88 Silom Rd., Suriyawong, Bangruak, Bangkok 10500 Tel: 66-2-238-5233~4, 268-0784 Fax:66-2-634-1200 E-mail: aots@loxinfo.co.th

2. AOTS Beijing Office / (General Manager) Mr. Hiroyuki Tanaka Beijing Fortune Bldg. Rm.703, 5-hao, Dong-Sanhuan Bei-lu, Chaoyang-qu, Beijing 100004 Tel: 86-10-6590-8265, 8266 Fax:86-10-6590-8267 E-mail: info@aotsbj.org.cn

3. AOTS Jakarta Office / (General Manager) Mr. Hironori Suzuki 6th Floor, Summitmas I, Jalan Jend.Sudirman, Kav.61-62, Jakarta 12190 Tel: 62-21-522-6776~7 Fax:62-21-522-6661 E-mail: aotsjkt@aots.or.id

4. AOTS Kuala Lumpur Office / (General Manager) Mr. Masami Kodaira 52A, Jalan SS22/25, Damansara Jaya 47400 Petaling Jaya, Selangor Darul Ehsan Tel: 60-3-77267273, 77267276 Fax:60-3-77267269 E-mail: info@aotskl.com

5. AOTS Manila Office / (General Manager) Mr. Osamu Yoshioka 18F Pacific Star Building, Sen.G.Puyat Ave.cor.Makati Ave., Makati City 1200 Tel: 63-2-856-1690~1 Fax:63-2-856-1692 E-mail: aots@pltdsl.net

6. AOTS New Delhi Office / (General Manager) Mr. Yasumi Suzuki Flat No.1307, 13th Flr., Gopaldas Bhawan, 28 Barakhamba Road, New Delhi 110001 Tel: 91-11-23704122 Fax:91-11-23704123 E-mail: contact@aotsindia.com

7. AOTS Hanoi Office / (General Manager) Mr. Hitoshi Kondo 6F-04, Prime Center, 53 Quang Trung Street, Hai Ba Trung District, Hanoi Tel: 84-4-3945-4995 Fax: 84-4-3945-4996 E-mail: info@aots.com.vn h-kondo@aots.com.vn
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**Tentative Schedule
of
The Program on Design Management [PDM]**

19 August- 1 September 2009 AOTS Tokyo Kenshu Center (TKC) <To Be Determined>

Date	Morning Session	Afternoon Session
18 Aug. (Tue.)	(Arrival in Japan)	
19 (Wed.)	Orientation Opening Ceremony	LECTURE: Design Management in Japan
20 (Thu.)	LECTURE: Corporate Strategy and Design Management	
21 (Fri.)	LECTURE: Product Concept and Design Development (1) <User-centered Design>	
22 (Sat.)	VISIT: Design Trends in Japanese Industry	
23 (Sun.)	Day off	
24 (Mon.)	EXERCISE: UD Field Work Field research on Universal design in Tokyo Metropolitan area	
25 (Tue.)	LECTURE: Product Concept and Design Development (2) <Universal Design >	
26 (Wed.)	LECTURE: Product Concept and Design Development (3)< Eco Design >	
27 (Thu.)	STUDY TOUR	COMPANY VISIT: - Design Development
28 (Fri.)		COMPANY VISIT: - Design Development
29 (Sat.)	Day off	
30 (Sun.)	Day off	
31 (Mon.)	LECTURE: Brand Creation and Design	
1 Sep. (Tue.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony
2 (Wed.)	(Departure from Japan)	

Remarks:

- (1) The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other unavoidable reasons.
- (2) Several group discussion sessions may be arranged in the evening.
- (3) Though Saturdays and Sundays are days off in general, lectures may be scheduled if deemed necessary.

PRE-TRAINING REPORT

- The Program on Design Management -
[PDM]

Please fill in the following items by using a personal computer or similar equipment, or by handwriting in block letters in English. AOTS will duplicate and distribute it to lecturers and other participants as a reference material for the group discussion and presentation held during the program.

1. Your name	
2. Country	
3. Name of your company/ organization	
4. Outline of your company/ organization (Please give a brief description or outline of your company/organization. In addition, please also attach a brochure of your company/organization if available)	
5. Your position and name of your department (preferably by attaching an organizational chart indicating your position)	
6. Your duties in detail	

<p>7. Major customers of your products</p>	
<p>8. Present activities for design management at your company</p>	
<p>9. Most critical problems you are now facing related to design management, indicating their causes from your viewpoint</p>	
<p>10. Possible measures to solve such problems together with limitation factors</p>	
<p>11. Your expectations of the program in relation to the described problems</p>	