

Design management thesis proposal examples

[Business](#), [Management](#)



Design management entails continuing processes, business strategies, and decisions that enhance innovation. It also promotes creation of commendably-designed products, communication, and brands that improve the worth of life. The main objective of design management is creating and sustaining business environment which could allow organizations to realize their goals and objectives through design, as well as through instituting and maintaining a system that is effective and efficient.

Design management could play a significant role in the creation of smart cities in Saudi Arabia. Establishing smart cities falls under the scope of project management, and design management is a vital element in project management. Therefore, design management would create a conducive environment that would ensure a smooth realization of the targets of this project. Various challenges are expected to be encounter in the process of creating smart cities. Such challenges include issues to do with distribution of social amenities especially energy, water, and waste management; attracting investors; as well as identifying the right technology to be used in the process. All these challenges could be, perhaps, dealt with design management.

Finally, realization of the benefits of smart cities could be attained through design management. In this case, one of the benefits is associated with the environment. With design management, implementing and monitoring policies intended for preserving the environment would be much easier and effective. Furthermore, reduction in consumption of oil and other natural resources in Saudi Arabia is one of the priorities that contributed to the need of creating smart cities in the country. Research and development on new

sources, as well as conservation of energy could be well supported through design management.