Principles of architectural management with a focus on design management education

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Abstract

The professional field of architecture requires "management" of a variety of items that acquaintance with them in an orderly and coherent way during education can lead to a healthier and more professional competition. The aim of this study is to provide a better understanding of architectural design management to use in undergraduate education, so that it can be used for architects to be more effective and we can have holistic architects with more ability to direct projects. Considering the effectiveness of architectural design in the process of conducting a project, its management, which means efforts to coordinate and control the various factors involved in the architecture sector, can reduce the cost and time and increase the quality of the project in this process. On the other hand, in the extremely competitive business environment of today's construction industry, there is no place for ineffective organizations or professionals. This is especially the case with the growing number of professionals competing for the same job, with educated and more demanding clients, and recent technological advances, e.g. in the field of information technology. Therefore, construction organizations and professionals are seeking to develop effective management strategies in order, not merely to survive in the rapidly changing market, but also to be competitive. The training of required skills in the field of architectural management is one of the reasons that due to the lack of professors with the required knowledge, and also the short time compared with the rest of the courses in the field of architecture and not covering in the curriculum of most schools, has been underestimated. The research attempts to identify the most effective factors on architectural design management for use in architectural education and architecture, which can fix and enhance the position of architects among other building engineers. Today this management is carried out by other specialists in the field of building, such as structures and mechanics, although just architects have a better understanding of architectural space. Therefore, in research method, the combination of quantitative and qualitative has been used. The study population was the faculty members of universities and activists in the architectural profession, also snowball and the theoretical saturation was used to determine the sample size. In the Delphi method, an interview with 19 experts in this profession was conducted The results of the interview were analyzed using open and pivot coding and then a questionnaire was performed using the target table of the adjustment content which was administered in two stages. The results were extracted by Q-factor analysis and finally the effect of influential factors was determined. To determine the relationships between the components, the gray dimensional method was used and the experts completed the questionnaire.12 important relation is displayed as a graph. The results of this study indicate that six factors of project management, market management, education management, personal skill management, information management and knowledge management are more influential in architectural design management. Among them education management, personal skill management, information management and knowledge management defined as influential contributors while project management and market management were he factors which were influenced by former items. Through clarifying the importance of education management and it's curtail value in universities, items depicted in hierarchy proposed for content of architectural curriculum.

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