



MA Design Management

設計管理文學碩士

The entire programme comprises six modules (180 credits in total), to be completed in two years.

Module 1 - Design Management and Innovation (40 credits, 12 weeks in duration)

Introduce the key concepts of design management and the role of design plays in business and creative industries as well as the third sector industries and how design contributes to innovation and critically examines the business environment and its relevance to design practices and creative processes. Explores a range of design approaches including human-centred design thinking, prototyping and visualising information.

Module 2 - Design Leadership, Enterprise and Culture (20 credits, 10 weeks in duration)

Explore general theories of how design leadership meaning is generated and interpreted by different audiences. Understand the specific role design has to play in defining economic, political, social and cultural value. Through theory and practise to develop your ability to critique and comment on the importance of design in shaping of society and our future.

Module 3 - Collaborative Unit (20 credits, 10 weeks in duration)

Enable you to identify, form and develop collaborative working relationships with a range of potential partners. Through cross-disciplinary environment working with other students and /or external partners to practice critical analysis, application of theoretical knowledge, effective project management and generate new insights.

Module 4 - Design Research Methods and Critical Practice (20 credits, 10 weeks in duration)

Examine a range of research methods and methodologies and how they can be applied to design practices. Broader concepts of design research drawn from other subject areas such as the emerging field of service design in order to refine and develop the initial Major Project Proposal.

Module 5 - Global Design Futures (20 credits, 10 weeks in duration)

Understanding of complex issues relating to global design. Build awareness of future trends and the ability to envision new possibilities. Conduct in depth primary research into global design trends and examine the major forces which are disrupting our world such as urbanisation, accelerating technological change, the ageing population and increasing global connections. You will have opportunity to identify/explore your career interests while understanding probable and preferable futures within a rapidly changing business environment.

Module 6 - Final Major Project: Proposal & Thesis (60 credits, 32 weeks in duration)

A major research-led project in which the emphasis will be on defining, analysing and developing an individual focused approach to design management and cultures. The proposal & thesis will demonstrate your advanced critical understanding of design management practice and thinking in applying appropriate theories, debates and discussion to reflect your own interests and support your career development.