



# MA Design Management

## 設計管理文學碩士

**Starting from 2025, the entire programme comprises four modules (180 credits in total), to be completed in two years.** (*Design Management and Innovation, and Design Research Methods and Critical Practice combined into Design Research, Society and Culture; and combining the Design Leadership, Enterprise and Culture, and Global Design Futures into Leading Design Futures*)

### Year 1

#### **Module 1 - Design Research, Society and Culture** (60 credits, 16 weeks in duration)

In this module, you will develop your contextual understanding of design, its strategic role in business, and its wider impact on society and culture. You will critically engage with design thinking and develop effective research skills as you learn how to define business and design research problems for different scenarios and audiences.

#### **Module 2 - Leading Design Futures** (40 credits, 12 weeks in duration)

In this module, you will develop, apply and experiment with ideas, techniques and concepts introduced in Module 1. You will explore and develop design leadership skills and techniques for speculative design, interdisciplinary research and forecasting methods while developing your understanding of leadership and management roles, collaboration and the various ways in which design engages and interacts with stakeholders across various sectors and cultural contexts.

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

The Collaborative Unit is common to all courses at Master's-level. This is a group-based, largely student-led module focusing on collaborative modes of working and may involve working on a live brief along with external and or internal collaborators from creative industries, cultural sector, public sector or commercial sector, 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.

### Year 2

#### **Module 4 - Master's Project** (60 credits, 34 weeks in duration)

In this module, you will utilise learning from previous modules and your own research in a particular area, bringing these together in self-directed enquiry that you will present and reflect upon.

Your project should consider how design management can bring about transformation within a global context applied locally. You will investigate design problems, key drivers of social, political and cultural meaning, and speculate on design resolutions with positive equitable impact. You will then write up an extended abstract summarising your project and a critically reflective report analysis and synthesising your project and MA experience.