

Study Innovation Design Management MA at the UE Innovation Hub

Bringing Design Culture to Business.



© Saad Minhas, Camilo Garzon
Laurin Holz

Your career starts with **Innovation Design Management, MA**

Why study this programme?

Studying Innovation Design Management at the University of Europe for Applied Sciences (UE) will provide you with a highly dynamic and interdisciplinary education in one of the creative industries' most relevant areas. You will acquire hands-on knowledge of your discipline through collaboration with industry partners and practical experiences. More and more companies are understanding the substantial value that design can bring to them.

Your career prospects

Therefore, the market needs experts who have a strong standing in design and in business and who can successfully organise design both as strategy and as process. Typical areas of work include leading positions could be (e.g.): Design & Product Management, Design Research & Strategy, Corporate Culture & Strategic Brand Management and New Business Development.



Degree:

Master of Arts (MA)

Credits, Duration:

4 Semesters, 120 ECTS

3 Semesters, 90 ECTS

2 Semesters, 60 ECTS

Start of studies:

Winter semester - September

Summer semester - March

Language:

English

Location:

UE Innovation Hub near Berlin

Admission requirement:

- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport** (scanned)
- **Motivation letter** (min. 500 words)
- **Portfolio** Up to 10 examples. We accepts applicants from a wide variety of fields, but is most suited to those who already have a digital design background. Due to the technical nature of the programme, coding skills are a plus, but not necessary.

Modules

Innovation Design Management

1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Business Management & Marketing	Business Model Design	Capstone Project <small>individual project / industry-infused project / professional experience / study abroad / research project / group project / student exchange project / certificate etc.</small>	Thesis & Colloquium
Product Strategy	Entrepreneurship	Contemporary Leadership Culture <small>modern leadership qualifications / soft skills / empathy / strategic thinking / creativity / flexibility / tolerance for ambiguity / inclusiveness</small>	
Advanced Research Methodologies	Managing Change by Design	Speculative Futures	
Mandatory elective module 1	Cultural Studies <small>Learn how to work and communicate in heterogeneous teams with members of different cultural, social, ideological and disciplinary backgrounds / inclusiveness / global collaboration.</small>	Thesis Development	
Mandatory elective module 2	Interdisciplinary Elective <small>(pick any module from any other PG programme except yours)</small>		

IDM Modules
 Specialisation
 Faculty-wide modules

Please note: modules for curricula with 60, 90, 120 ECTS different

For more information, feel free to contact our student advisor.

Your study - Your Choice!

Students in the programme can choose their focus between **Innovation by Design** and **Innovation & Entrepreneurship** (Specialisation). The distinction is made through two modules in the first semester:

- Innovation by Design: Strategic Branding and Atlas of Design
- Innovation & Entrepreneurship: Innovation Management and Atlas of Opportunity

With the mandatory electives of the specialisation 'Innovation & Entrepreneurship', students can choose a focus that emphasizes entrepreneurial content over design- and brand-related topics in connection with Innovation.

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