

Design Management MA

Why consider offering access for research or a placement?

Our aim is to establish a *mutually beneficial* relationship between a postgraduate student / researcher and an organisation with an interest in design. The aim is to provide organisations with a resource or skills they may not otherwise have access to and the postgraduate access for their research or a placement. We encourage organisations to consider what would be valuable to them, what they might not otherwise have the resources for. For instance research into new markets, competitors, processes, communication, efficiency and topical issues such as sustainability. We take great care in matching suitable students to placement opportunities.

The Master's in Design Management explores the role of design and how it is managed within businesses and organisations. Students come from a wide range of design related backgrounds including graphics, media, product, interior, architecture and fashion. Some students have considerable design experience and some are recent graduates. Mostly practicing designers, students come from the UK, EU, the Americas and the Far East, they bring with them valuable, first hand design experience and in some cases cultural insight into economies such as India and China.

Placements can last up to six weeks, full time or part time. The time involved in access for research will vary considerably, typically this may involve a number of visits to conduct interviews or observe business practice. Some students have a clear idea of what they want to research but others are willing to research an area defined by the organisation. Often a student will work as a designer in return for the opportunity to conduct their research.

Experience tells us that a well thought out placement can be of great value to both the organisation and the student, some examples of recent work:

- Workplace design and organisational effectiveness in the financial services sector
- Best practice in new product development for an SME jewellery designer and manufacturer
- Product, service, competitor and communications analysis
- The development of a visual merchandising plan for a motorcycle accessory retailer
- Retail strategy for new luxury jewellery markets in mainland China
- The development of design leadership skills in the public sector
- A social media marketing strategy for an SME
- Design and branding for product differentiation in the building products sector.

If you would like to discuss a placement opportunity please contact:

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