Course Specification

Course Summary Information		
1	**Course Title**	MA Design Management
2	**Course Code**	PT1311	Full-Time

PT1312 | Part-Time

PT1313 | Work-Based Learning

PT1409 | Full-Time (January start)

PT1467 (Full-Time with Professional Placement |
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	*Not Applicable*

6	**Course Description**
	Do you want to be a design thinker? Is your goal to use a design strategy to transform businesses, cultures, and lives? Alternatively, do you want to develop your own design business? **If your answer is yes, then this course is for you!**

This course invites designers and non-designers to apply design thinking and business-speak to create innovative and purposeful outcomes. On this course, you sharpen your strategic edge through expanding your entrepreneurial and business capabilities. If you are a non-designer, you learn to be a creative thinker.

The postgraduate course is available as a full time (1 year), part-time (2 years), and via 'work-based learning' (2 years) while you remain employed.

You bring the knowledge from your past education and practice, combine them with the subject knowledge of design management, and create solutions that are not just aesthetically pleasing but also functional, viable, and purposeful. The course brings excellent networking opportunities for you to facilitate knowledge building and collaborative learning.

On this postgraduate course, we teach you the interdisciplinary issues that design managers work with, such as business, marketing, technology, and art. Immersed in practice, you acquire the skills and the confidence to manage and lead a project. You are encouraged to push the boundaries and to put forward new, improved ideas that are innovative and purposeful.

Design thinking, design strategy, creativity, research, and problem solving are applied extensively to all the modules. You undertake projects individually and in a team, where you learn communication, management, and interpersonal skills. You work with industry partners with the utmost professionalism. You pursue an industry-based inquiry, which may be a placement. And, |

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you acquire and apply people management, client management, and project management tactics while working on industry projects and teams.

With an MA in Design Management, you are acquiring skills that empower you to apply to jobs in a diverse range of fields, and you can pursue further research by conducting a Ph.D.

Enhancing employability skills

Many of our graduates are established designers working in architecture, fashion, graphics, interiors, jewellery, media, product, service, and design-related businesses. Design Management graduates have been successful in establishing and running their businesses. And, many have jobs in companies that are not in the field of design but require Design Managers to instil more human-centred approaches and processes in the business.

Career opportunities are found in design and brand consultancies, in-house design and marketing departments, and innovation teams. Graduates of this course hold job titles such as user researcher, UX designer, UI designer, senior designers, design managers, strategic designer, project and account managers, buyers, and marketing communication managers.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Master of Arts with Honours in Design Management	Level 7	180
	Master of Arts with Honours in Design Management with Professional Placement	Level 7	240
7b	**Exit Awards and Credits Awarded**		
	Postgraduate Diploma (PG Dip)	Level 7	120
	Postgraduate Certificate (PG Cert)	Level 7	60

8	**Derogation from the University Regulations**
	Not Applicable

9	**Delivery Patterns**		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full-Time	City Centre	1 year	PT1311
Part-Time	City Centre	2 years	PT1312
Work-Based Learning	Distance Learning and Moodle	2 years	PT1313
Full-Time (January start)	City Centre	15 months	PT1409
Full-Time with Professional Placement	City Centre (and Placement Provider)	18 months	PT1467

10	**Entry Requirements**
	The admission requirements for this course are stated on the course page of the BCU Website at https://www.bcu.ac.uk/

11	**Course Learning Outcomes**

Knowledge and Understanding

1	Contextualise the impact of design managers in a global context.
2	Synthesise theory into professional practices in design management.
3	Critically analyse the holistic role of design as a functional leading discipline in organisations.
4	Apply relevant research methodologies to all design, strategy and innovation related inquiry.
5	Analyse data from a variety of sources to inform approaches to project development and delivery.

Skills and Other Attributes

6	Experiment with new ways of thinking about design management, strategy, and innovation.
7	Articulate complex ideas and arguments across disciplines and levels using design and business language and media.
8	Employ leadership skills to influence others to be entrepreneurial in developing and managing projects/project teams.
9	Reflect upon your own and others approaches, skills and competences to design management.
10	Apply design thinking in finding solutions to complex problems.

12	**Course Requirements**
12a	**Level 7:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):

Module Code	Module Name	Credit Value
DES7059	Design Research	20
DES7063	Professional Development	20
DES7060	Design Strategy and Innovation	20
DES7061	Global Perspectives	20
DES7062	Leadership and Design Entrepreneurship	40
DES7064	Major Project: Design Management	60

Level 6:

In order to qualify for the award of MA Design Management with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:

Module Code	Module Name	Credit Value
PLA6003	**Professional Placement**	**60**

12b   Structure Diagram

Level 7 Full time (September start)

SEMESTER ONE
Core
DES7059: Design Research (20 credits)
DES7063: Professional Development (20 credits)
DES7060: Design Strategy and Innovation (20 credits)
SEMESTER TWO
Core
DES7061: Global Perspectives (20 credits)
DES7062: Leadership and Design Entrepreneurship (40 credits)
SEMESTER THREE
Core
DES7064: Major Project: Design Management (60 credits)

Level 7 Full time (January Start 15 months)

SEMESTER ONE
Core
DES7061: Global Perspectives (20 credits)
DES7062: Leadership and Design Entrepreneurship (40 credits)

SEMESTER TWO
Core
DES7059: Design Research (20 credits)
DES7063: Professional Development (20 credits)
DES7060: Design Strategy and Innovation (20 credits)
SEMESTER THREE
Core
DES7064: Major Project: Design Management (60 credits)

Level 7 Part-time/Work based Learners (September start)

SEMESTER ONE
Core
DES7059: Design Research (20 credits)
DES7063: Professional Development (20 credits)
SEMESTER TWO
Core
DES7061: Global Perspectives (20 credits)
SEMESTER THREE
Core
DES7062: Leadership and Design Entrepreneurship (40 credits)
SEMESTER ONE (YEAR 2)
Core
DES7060: Design Strategy and Innovation (20 credits)
SEMESTER TWO AND THREE (YEAR 2)
Core
DES7064: Major Project: Design Management (60 credits)

Level 7 Full time (September start) with Professional Placement

SEMESTER ONE
Core
DES7059: Design Research (20 credits)

DES7063: Professional Development (20 credits)
DES7060: Design Strategy and Innovation (20 credits)
SEMESTER TWO
Core
DES7061: Global Perspectives (20 credits)
DES7062: Leadership and Design Entrepreneurship (40 credits)
SEMESTER THREE
Core
DES7064: Major Project: Design Management (60 credits)
SEMESTER ONE (YEAR 2)
Core
PLA6003: Professional Placement (60 credits)

Level 7 Full time (January Start) with Professional Placement

SEMESTER ONE
Core
DES7061: Global Perspectives (20 credits)
DES7062: Leadership and Design Entrepreneurship (40 credits)
SEMESTER TWO
Core
DES7059: Design Research (20 credits)
DES7063: Professional Development (20 credits)
DES7060: Design Strategy and Innovation (20 credits)
SEMESTER THREE
Core
DES7064: Major Project: Design Management (60 credits)
SEMESTER ONE (YEAR 2)
Core
PLA6003: Professional Placement (60 credits)

13 Overall Student Workload and Balance of Assessment

Level 7

Workload

13.8% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	249
Directed Learning	481
Private Study	1070
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	0%
In-Person	40%