



MA DESIGN MANAGEMENT

OPPORTUNITIES FOR EMPLOYERS AND BUSINESSES

The Master's in Design Management is designed to 'bridge' the gap between design and industry so that the full strategic value of design can be exploited. From a student perspective the course creates the opportunity for experienced designers, and non-designers, to fast-track their careers by developing skills and insight into design and business perspectives. Businesses and employers see the course as an opportunity for staff development and also a means of accessing skills, knowledge and resources they would not otherwise have access to.

Employers and businesses can access the resources and expertise of the course by:

- Working with full-time students via placements, individual research projects and group projects.
- Offering the course, or part of it, to their own employees via 'flexible learning' which is designed to accommodate full-time work commitments.
- Consultancy and Knowledge Transfer Partnership schemes.

Working with the course usually involves research into an opportunity or a problem but can also involve design work. Our approach is multidisciplinary and designed to combine the benefits of academic rigour and an evidence based approach with a clear business perspective. Examples of on-going and recent projects:

- o Workplace design and organisational effectiveness in financial services.
- o NPD best practice for an SME jewellery designer and manufacture.
- o Communication strategies for enhancing design client relationships.
- o The UK as a potential export market for a German architectural glass manufacturer.
- o Visual merchandising strategy for a motorcycle accessory retailer.
- o Retail strategy for new luxury jewellery markets in mainland China.
- o Developing design leadership skills in the public sector.
- o On-line marketing strategy for a music equipment designer manufacturer.
- o Business planning for a new jewellery designer/ maker enterprise.
- o Design and branding for product differentiation in building products manufacture.
- o Research into sustainable retail product development for the Natural History Museum

For further information about working with the course contact the Course Director: Caroline Norman.

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www.bcu.ac.uk/biad