

INTRODUCING THE MA DESIGN MANAGEMENT

Combining **creativity** with a **great business strategy** is key to achieving both demand and growth in testing economic times. Businesses that utilise design can bring **noticeable change** to their industry.

Our MA Design Management can give creative students the tools they need to **thrive in business**.

MODULES INCLUDE



DESIGN
THINKING



DESIGN
PROCESSES



DESIGN MANAGEMENT 1:
ARTICULATING DESIGN
VALUE



DESIGN MANAGEMENT 2:
STRATEGY



PROJECTS/ THESIS



E.S.A.P in
FADSS

ASSESSMENT METHODS



COURSEWORK



REPORTS



EXAMS



PROJECTS

NORTHUMBRIA UNIVERSITY ALUMNI



SIR JONATHAN IVE

Senior Vice President at Apple,
Principle designer of the iPhone,
iPad and iMac.



RYAN MCGINLEY

Design & Innovation Consultant
at PA Consulting group.

WHY STUDY WITH NORTHUMBRIA?



Northumbria School of
Design was **16th** in the
Complete University Guide
2017



Top 50 university
according to The Times
Higher Education 2017



Easily accessible,
Central London
location



A diverse, international
mix student population



A WORD FROM OUR ALUMNI

“To design something really new and innovative you have to reject reason.”

— Sir Jonathan Ive