



PAIER  
COLLEGE

# Design Management MPS Catalog



## **Design Management**

### **Program Description**

Design is quickly moving to the center many organizations' core strategy. Such companies achieve a significant competitive advantage through the implementation of effective design thinking. New demands are being placed on designers, and new skills are needed to fully integrate into the business landscape of the 21st century. Design Management is more than the study of business and design, it is a fundamental belief within an organization that design can improve productivity, create more innovative products, lower operational costs and create a more sustainable work environment. The field of Design Management encompasses every discipline of design, including graphic and communication; industrial design and engineering; architecture and interior; and fashion and textile design.

### **Learning Outcomes (MPS in Design Management)**

Upon completion of this degree, the student will be able to:

- Demonstrate strong leadership skills
- Develop concepts that support and promote the core strategy of their organization, and articulate that strategy in a clear and persuasive way.
- Understand the principles of marketing including promotion, product-design, and package design.
- Identify, understand, and influence efficient operational practices

### **Admissions Requirements**

Applicants must possess an undergraduate degree in graphic, industrial, interior, or fashion design, architecture or related design or business fields from an accredited college or university with at least a 2.7/4.0 GPA. Applicants should have a well-rounded education, as gained through general education courses. Admissions will consider writing, speaking, and analytical skills, as demonstrated through college-level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit a personal essay and two letters of recommendation. An interview is not required, but is recommended. A portfolio is not required, but is an advantage in the admissions process.

Evidence of internship, volunteer, or prior employment in design management, marketing, business or a studio settings will be viewed favorably.

### **Graduation Requirements**

The MPS in Design Management is a two-year program. It requires the completion of 38 semester hours of class work, including a final thesis.

**Master of Professional Studies in Design Management**

**First Year**

| <b>Code</b>   | <b>Courses</b>                      | <b>SH/CHW/CHS</b> |
|---------------|-------------------------------------|-------------------|
| <i>Fall</i>   |                                     |                   |
| DSNMG 500     | Collaborative Design Studio I       | 2/3/45            |
| DSNMG 510     | Design Management I                 | 3/3/45            |
| ITKM 600      | Information Systems                 | 3/3/45            |
| MGMT 600      | Leadership & Management             | 3/3/45            |
|               | Fall Semester Total:                | 11/12/180         |
| <i>Spring</i> |                                     |                   |
| DSNMG 501     | Collaborative Design Studio II      | 2/3/45            |
| DSNMG 511     | Design Management II                | 3/3/45            |
| MGMT 652      | Small Business and Entrepreneurship | 3/3/45            |
| MKTG 600      | Marketing Concepts                  | 3/3/45            |
|               | Spring Semester Total:              | 11/12/180         |
|               | First Year Total                    | 22/24/360         |

**Third Year**

| <b>Code</b>   | <b>Courses</b>                  | <b>SH/CHW/CHS</b> |
|---------------|---------------------------------|-------------------|
| <i>Fall</i>   |                                 |                   |
| DSNMG 601     | Collaborative Design Studio III | 2/3/45            |
| DSNMG 611     | Design Management III           | 3/3/45            |
| BLAW 600      | Business and Ethics             | 3/3/45            |
|               | Fall Semester Total:            | 8/9/135           |
| <i>Spring</i> |                                 |                   |
| DSNMG 601     | Collaborative Design Studio IV  | 2/3/45            |
| DSNMG 612     | Design Management IV/Thesis     | 3/3/45            |
| ACCT 600      | Financial Accounting            | 3/3/45            |
|               | Spring Semester Total:          | 8/9/135           |
|               | Second Year Total               | 16/18/270         |
|               | Program Total:                  | 38/42/630         |

Total Program Semester Hours: 38 Total Program Clock Hour Minimum:630

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)