

PAIER
COLLEGE

MBA in
Design Management



MASTER OF BUSINESS ADMINISTRATION (MBA) IN 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 (MBA 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.

Evidence of internship, volunteer, or prior employment in design management, marketing, business or a studio setting 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.

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First Year			Second Year		
Code	Courses	SH/CHW/CHS	Code	Courses	SH/CHW/CHS
<i>Fall</i>			<i>Fall</i>		
DSNMG 500	Collaborative Design Studio I	2/3/45	DSNMG 601	Collaborative Design Studio III	2/3/45
DSNMG 510	Design Management I	3/3/45	DSNMG 611	Design Management III	3/3/45
ITKM 600	Information Systems	3/3/45	BLAW 600	Business and Ethics	3/3/45
MGMT 600	Leadership & Management	3/3/45		Fall Semester Total:	8/9/135
	Fall Semester Total:	11/12/180			
<i>Spring</i>			<i>Spring</i>		
DSNMG 501	Collaborative Design Studio II	2/3/45	DSNMG 601	Collaborative Design Studio IV	2/3/45
DSNMG 511	Design Management II	3/3/45	DSNMG 612	Design Management IV/Thesis	3/3/45
MGMT 652	Small Business and Entrepreneurship	3/3/45	ACCT 600	Financial Accounting	3/3/45
MKTG 600	Marketing Concepts	3/3/45		Spring Semester Total:	8/9/135
	Spring Semester Total:	11/12/180		Second Year Total	16/18/270
	First Year Total	22/24/360		Program Total:	38/42/630
	Master of Professional Studies in Design Management				

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)