



**Bournemouth
University**

MA Product Design Management

The School of Design, Engineering & Computing

The student experience on this degree is enhanced by:

- Emphasis on practical class-based activities which bring the theoretical content to life;
- Employment of contemporary product design and development methods in the management of the design process for commercial gain;
- Exploring sustainability issues as well as relevant business models for competitive product development.

Duration:

1 year full-time (2 years with optional work placement) 2-5 years part-time

During this course units are taught intensively, usually over 4.5 days, with assessment normally taking place 5-6 weeks after the delivery of the unit.

Start Date:

September

Entry Requirements:

Normally, the minimum qualification for entry to this course is a second class honours degree in a design or engineering discipline and/or relevant, recent experience in associated industries confirmed by employer references.

If English is not your first language:

IELTS (Academic) 6.0 or equivalent.

Contact askBU:

Tel: 08456 501501 (BU does not profit from this service)
Tel: +44 (0) 1202 961916 (UK and International/EU alternative number)
Email: askBUenquiries@bournemouth.ac.uk

Open Days

Log on to: www.bournemouth.ac.uk/opendays

Course Fees

For more information about fees and funding please visit our website www.bournemouth.ac.uk/funding

For more course information

www.bournemouth.ac.uk/courses/MAPDM

Overview

This course has been designed to give an understanding of the key issues involved in modern product design management. A key part in providing the understanding of sustainability issues as well as relevant business models for competitive product development.

This award has been created to meet the requirements of the design community for a more contemporary MA award which focuses on the management of design. The subject area covers product development at both ends – from initial brief and research, through to manufacture.

This degree will appeal to design organisations as well as engineering employers for the advancement of candidates holding a first degree, or equivalent qualification, in a design related field. The aim is to enhance existing skills and abilities by enabling a systematic approach to design and the decision making process.

The research undertaken as part of the Individual Masters Project will give you an opportunity to explore your particular area of interest in greater depth.

The School of Design, Engineering & Computing is active in research and enterprise and has a well established base in Sustainable Design and Design Simulation.

All members of the academic team are members of either The Sustainable Design Research Centre or Design Simulation Research Centre and accordingly are active in research and publication within these fields or in associated enterprise.

Course Content

Project Management (20 Credits)

You will master a range of techniques, and gain the ability to handle contradictions in the knowledge base. You will develop analytical and critical thinking with respect to the planning of design and development projects; as well as learn valuable leadership skills.

Competitive Product Development (20 Credits)

You will develop a critical understanding of the business issues related to competitive product development on a domestic and on a global scale. You will gain an understanding of marketing and appropriate knowledge of modern tools and processes required for competitive product design and manufacture.

Design Management (20 Credits)

You will develop a critical understanding of modern design management, the design process, product development, project planning, the integration of total quality, and decision making analysis.

Design for Waste Minimisation (20 Credits)

You will develop a deep knowledge of sustainable development based on a multidisciplinary approach to waste minimisation. You will also learn to identify and quantify environmental impacts during the life cycle of a product/service from raw material abstraction to end of life disposal, and implement real-world sustainable development strategies.

Business Innovation & Enterprise (20 Credits)

With an emphasis on strategic management, you will look at how to identify and exploit a company's strengths. You will evaluate external opportunities that exist, together with conceiving strategies to overcome internal weaknesses and the threats that might be imposed by the industry environment.

Research Methods (20 Credits)

You will develop key research skills in areas such as literature reviews, critical analysis of research findings, project proposals, planning, experiment design and analysis, and dissemination. This unit will adequately prepare you for writing a project proposal and for conducting and disseminating the Masters project.

Project Unit

Individual Masters Project (60 Credits)

You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem by undertaking a substantial, independently-conducted piece of work.

Industrial Placement - one year optional minimum 40 weeks.

The Nature of the Course

Product Design Management looks at the role of design and how its function is related to the business process. The achievement of commercially viable design solutions must be managed effectively. Creativity needs to be harnessed alongside technical, social and economic factors. Meeting the needs of the consumer is paramount for the success of organisations and Product Design Management is vital to industrial competitiveness.

It is intended that this postgraduate taught degree will equip you with the understanding of how design should be managed to its full potential to help ensure both business success and societal benefit.

This course will enable you to fully manage the creative process and has been designed to attract holders of an undergraduate degree in a product design discipline. It will also appeal to those with a degree in other disciplines, who intend, or are already, working within the design industry.

If you are a practicing designer by completing this course you will benefit by developing your management and business skills, whilst those from other disciplines will develop an established understanding of the importance of design to gaining competitive advantage.

Upon completion of this course you will gain the practical knowledge required to pursue a successful management career in the design industries and organisations and will be able to utilise design to its full potential in order to gain business success and societal benefit.

It is anticipated that graduates will follow careers in management within the manufacturing industry and design consultancies in roles as design or project managers.

Background & Experience

We want committed, enthusiastic students who are going to make a real difference to the course they are studying. Our students learn from each other, as well as our academic staff, so it is really important to us that you can show us how much you care about the course you are interested in. Your personal statement is a great place to do this. Tell us about your personal achievements or any relevant work experience you have done, and show us how they make you the ideal candidate for a place on the course.

Entry Requirements

Normally, the minimum qualification for entry to this course is a second class honours degree in a design or engineering discipline and/or relevant, recent experience in associated industries confirmed by employer references.

For MA Product Design Management we are looking for applicants who wish to:

- understand project management methods and tools, and are able to employ them in the planning and execution of projects.
- understand and employ modern product design and development methods in the management of the design process
- be fully conversant with modern information resources and use them effectively and efficiently
- gain a critical understanding how sustainability impacts the management of the product design process
- gain a critical understanding of the fundamental principles of competitive product development and the related business processes
- apply your knowledge and skills to specific design problems, and also communicate effectively with both those working in the field of product design and with the wider public.

MA Product Design Management course is designed to give an understanding of the key issues involved in modern product design management.

A key part in providing the understanding of sustainability issues as well as relevant business models for competitive product development.

This course has been created to meet the requirements of the design community for a more contemporary MA award which focuses on the management of design. The subject area covers product development at both ends, from initial brief and research, through to manufacture.

Please note:

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.