



MASTER OF ARTS IN DESIGN MANAGEMENT

Awarded by : Coventry University, United Kingdom
Intakes : January and July
Duration : 1 Year (Full-time)

Core Modules

Collaboration in Practice

This module explores the nature and definitions of research in art, architecture and design-based disciplines. Students are introduced to interdisciplinary research methods and ethical practices from a range of perspectives. Understanding of research and ethics is demonstrated through the completion of a research submission (5 credit Research Methods and 5 credits Ethical Process), and through practical exploration and experimentation conducted, recorded and analysed as a research project. Students will also be encouraged to engage with external partners and apply their ideas in 'real world contexts'.

Credit Points: 30

Design Management Specialism 1

Strategy

This module will introduce students to key themes in design management. Students will explore the global, economic, cultural, and social context in which design management works. They will be equipped with key market research skills and tools of strategic analysis in order to be able to develop commercial competitiveness within organisations. Students will develop an awareness of the role of different commercial functions, such as marketing and corporate social responsibility, and learn how to synthesise this knowledge to work as an effective leader in the creative industries.

Credit Points: 30

Design Management Specialism 2

Tools

This module will introduce students to the skills and tools necessary to be an effective Design Manager. Students will develop an awareness of project management within the creative industries. They will explore the function of different teams and learn to appraise differing stakeholder perspectives. The module prepares students for careers either as a freelance creative or in multi-national corporations. Students will develop their own toolkit of methods and models applicable to their area of expertise.

Credit Points: 30



Professional Development Entrepreneurial Practice

This module aims to provide students with a framework of knowledge and understanding of how to effectively lead and develop people in strategic and entrepreneurial ways whatever the Master's degree of specialisation they elect to follow. Students will explore for example, the influence and impact of leadership theories, culture, wellbeing, the principles of entrepreneurial practice and understand the different contexts in which entrepreneurship can flourish as well as the characteristics of entrepreneurial leadership within different types of organisational scenarios. Ultimately, students will be given the opportunity to develop strategic priorities for entrepreneurial leadership. Finally, the module requires students to reflect critically on their personal learning and development needs and how they work with others, from an ethical and professional standpoint to encourage.

Credit Points: 10

Design Management Specialist Investigation

This module requires the management and implementation of an appropriate critical research investigation. This will help gain specialist insight or a new knowledge base to support Final Specialist Project. The outcome will be a personal project brief or initial creative directions inspired by the data, discourse or analysis. This is the most substantial theoretical assignment on the course and needs to be managed effectively. The output of this module can be presented in a negotiated form that has equivalency to a 3,500 word investigatory or exploratory report. For example, a research report, a digital media presentation, a research poster. Academic Standards for writing referencing and ethics application apply.

Credit Points: 30

Professional Context

This module asks students to consider the professional contexts of their discipline. It explores the ways in which creativity, innovation, problem-solving and entrepreneurship intersect in creative practice. It employs real-world examples to enable student to think about their professional practice, employability, portfolio development and approaches to communication.

Students will further build and develop a personal portfolio that will support their potential career aims and develop their personal 'voice'. Routes to employment, contemporary roles within the creative industries, and opportunities for entrepreneurship and will be explored. Students will interrogate potential opportunities; mapping requirements in order to make ongoing plans for their professional development and the potential for employment/entrepreneurship/further study on completing their study.

Credit Points: 20



Design Management Final Project

The module requires students to independently plan, develop and apply strategies and methods of data gathering, data analysis and data interpretation in relation to their own discipline focus. The foundation of knowledge for this study will be built and framed during the specialist investigation module.

Design management students will produce an extended and original collection of work relating to their own design specialism, aspirations and professional aspirations (e.g. responding to service design, product design, design engineering, entrepreneurship). They will apply skills and knowledge of tools and strategies to provide a creative design management response to the business decisions, brands, organisation, strategies and innovative approaches to design success.

Credit Points: 30