Master of Arts in Design Innovation Management
The MA in Design Innovation Management programme will enhance graduates managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.

The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner, to enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world of today.

Who Should Attend?

This programme is geared towards graduates who have graduated from design backgrounds who wish to master managerial skills that are relevant to their previous experience. This programme also appeals to non-design field managers and executives who require design management skills as part of their managerial responsibility.

This programme will appeal to graduates who wish to:

- Gain valuable insights into how design innovation management is expanding in complex and changing contemporary contexts, while applying the skills and knowledge through a diversity of projects.
- Develop innovative and critical thinkers through the key areas of creative practice, business/management, and cultural research that come together in this curriculum.
- Place an emphasis on strategic and socially engaged design and real-world projects with agencies, research and strategy organisations and not-for-profit organisations.

Programme Objectives / Learning Outcomes

This programme is specifically designed to:

- Extend design innovation management programme to different organisations that consider design to be a strategic competitive force.
- Meet the growing demand for advanced skills in design management and leadership in the various services and business.
- Prepare graduates to meet the growing needs for management of advanced design technology and implementation of new management approaches.

- Project coordination
- Project definition
- Project alignment
- Delivery definition
- Activity controlling

- Value integration
- Process development
- Resource planning
- Process alignment
- Quality increase

- Inspiration leadership
- Vision ownership
- Culture leadership
- Purpose definition
- Change definition

Career: Design Strategist, Service Design, Venture Architects
Career: Account Manager, Client Manager, Design Researcher
Career: Project Manager, Design Producer, Brand Manager, Chief Design Officer

Skills Gain

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Programme and Module Details

The programme comprises of 8 coursework modules, research methodology and a project named Creative Futures Project. There will be a combination of management context and design context in the modules.

For the final project module named Creative Futures Project, you will need to complete an industry-based major projects along with evidence and output related to the Design Innovation Management field. There will be a final exhibition and presentation towards the end of the course.

Course Duration:
- Full time: Minimum 1 year / Maximum 1 Year and 6 Months
- Part time: Minimum 2 years 6 months / Maximum 3 years

APU-DMU Dual Degree Programme

- APU's partnership with De Montfort University (DMU), UK enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).