

Masterstudium Design Management M.A.

Semesterübersicht 3 und 4 Semester

1. Semester	Einstieg mit 180 ECTS	2. Semester	Einstieg mit 210 ECTS	3. Semester	4. Semester
Advanced Digital Technologies 5 ECTS 3 SWS		Globale Entwicklungen in Wirtschaft und Gesellschaft 5 ECTS 3 SWS		Strategie- und Innovationsprozesse 5 ECTS 3 SWS	Führung und Entrepreneurship 5 ECTS 3 SWS
Aktuelle Themen 5 ECTS 3 SWS		Design Projektmanagement 5 ECTS 3 SWS		Designtheorie 5 ECTS 3 SWS	Designforschung 5 ECTS 2 SWS
Praxisorientiertes Projekt 10 ECTS 3 SWS		Vertiefung Design Management 5 ECTS 3 SWS		Wirkung und Wert von Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Vertiefung Design Strategien 5 ECTS 3 SWS		Vertiefung HCD & UX Prinzipien und Methoden 5 ECTS 3 SWS	
Forschungsorientiertes Projekt 10 ECTS 3 SWS		Interdisziplinäres Projekt 10 ECTS 3 SWS		Fokusprojekt 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	

Mögliche Jobprofile

- Chief Design Officer
- Head of Design
- Design Strategist
- Creative Director
- Design Researcher
- Leiter/in von Design-Abteilungen
- Projektmanager/in

Projekte aus dem Studium

- Konzeption von CRM-Lösungen mit nachhaltig positiver Nutzererfahrung für Sky
- Analyse des aktuellen Kundenverhaltens und Entwicklung innovativer Anwendungsszenarien für die FAZ
- Produktinnovationen und Services im Kontext des IoT (Internet der Dinge) für BOSCH Security

Master degree
Design Management M.A. | EN

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues in Design Management 5 ECTS 3 SWS		Design Project Management 5 ECTS 3 SWS		Contemporary Design Theories 5 ECTS 3 SWS	Design Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Framework of Design Management 5 ECTS 3 SWS		The Value of Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Applied Design Strategy 5 ECTS 3 SWS		Applied HCD & UX Principles and Methods 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	

Job perspectives

- Chief Design Officer
- Head of Design
- Design Strategist
- Creative Director
- Design Researcher
- Chief of Design Department
- Project Manager/in

Projects from the studies

- Conception of CRM solutions with a lasting positive user experience for Sky
- Analysis of current customer behavior and development of innovative application scenarios for the FAZ
- Product innovations and services in the context of the IoT (Internet of Things) for BOSCH Security

Masterstudium
Design Management M.A.
Vertiefung Design Thinking

Semesterübersicht 3 und 4 Semester

1. Semester	Einstieg mit 180 ECTS	2. Semester	Einstieg mit 210 ECTS	3. Semester	4. Semester
Advanced Digital Technologies 5 ECTS 3 SWS		Globale Entwicklungen in Wirtschaft und Gesellschaft 5 ECTS 3 SWS		Strategie- und Innovationsprozesse 5 ECTS 3 SWS	Führung und Entrepreneurship 5 ECTS 3 SWS
Aktuelle Themen 5 ECTS 3 SWS		Design Projektmanagement 5 ECTS 3 SWS		Designtheorie 5 ECTS 3 SWS	Designforschung 5 ECTS 2 SWS
Praxisorientiertes Projekt 10 ECTS 3 SWS		Vertiefung Design Thinking 5 ECTS 3 SWS		Wirkung und Wert von Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Kommunikationsdesign & Semiotik 5 ECTS 3 SWS		Vertiefung HCD & UX Prinzipien und Methoden 5 ECTS 3 SWS	
Forschungsorientiertes Projekt 10 ECTS 3 SWS		Interdisziplinäres Projekt 10 ECTS 3 SWS		Fokusprojekt 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Mögliche Jobprofile

- Produktentwickler/in
- Serviceentwickler/in
- Produktmanager/in
- Servicemanager/in
- Business Developer
- Innovation Manager/in

Projekte aus dem Studium

- Entwicklung eines Blueprinting Kits für eine weltweit dimensionierte BASF-Veranstaltungsreihe, mit der Mitarbeitern eine neue Unternehmensstrategie vorgestellt wird
- Entwurf und Umsetzung des Symposiums „Design Thinking for Public Good“ in Zusammenarbeit mit internationalen staatlichen Institutionen
- Organisation eines interdisziplinären Workshops auf Basis von Design-Thinking-Methoden zur Entwicklung innovativer Funktionen für Wearables

Master degree
Design Management M.A.
Specialisation Design Thinking I EN

Overview 3 und 4 semester

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Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues in Design Management 5 ECTS 3 SWS		Design Project Management 5 ECTS 3 SWS		Contemporary Design Theories 5 ECTS 3 SWS	Design Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Applied Design Thinking 5 ECTS 3 SWS		The Value of Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Communication Design & Semiotics 5 ECTS 3 SWS		Applied HCD & UX Principles and Methods 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	

Job perspectives

- Product Developer
- Service Developer
- Product Manager/in
- Service Manager/in
- Business Developer
- Innovation Manager/in

Projects from the studies

- Development of a blueprinting kit for a globally dimensioned series of BASF events, with which employees are introduced to a new corporate strategy
- Design and implementation of the symposium "Design Thinking for Public Good" in cooperation with international government institutions
- Organization of an interdisciplinary workshop based on design thinking methods to develop innovative functions for wearables

Master degree
Design Management M.A.
Specialisation Smart City Design I EN

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues in Design Management 5 ECTS 3 SWS		Design Project Management 5 ECTS 3 SWS		Contemporary Design Theories 5 ECTS 3 SWS	Design Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Urban Structure and Concepts 5 ECTS 3 SWS		The Value of Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Applied Smart City Design 5 ECTS 3 SWS		Design and Management of Urban Services 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- Design Manager/in
- Teamleader Urban Planning Department
- City Marketing Manager/in
- Smart City Strategy Expert
- Manager/in in Business and Urban Solutions
- Manager/in Smart City Mobility

Projects from the studies

- Recommendation to improve the Berlin E-Government service for new citizens with Deloitte Analytics
- Working with SAP to promote artificial intelligence
- Integration solutions Communication campaign for the BMW ParkNow app

Master degree
Design Management M.A.
Specialisation Instructional Design I EN

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Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues in Design Management 5 ECTS 3 SWS		Design Project Management 5 ECTS 3 SWS		Contemporary Design Theories 5 ECTS 3 SWS	Design Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Foundations of Design and Instruction 5 ECTS 3 SWS		The Value of Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Learners, Learning and Assessment 5 ECTS 3 SWS		Technologies and Systems for Instructional Design 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	

Job perspectives

- Design Manager/in
- Teamleader Urban Planning Department
- City Marketing Manager/in
- Smart City Strategy Expert
- Manager/in in Business and Urban Solutions
- Manager/in Smart City Mobility

Projects from the studies

- Development of interactive, digital trainings (for example on the subject of IT security or compliance) for further training of employees for companies.
- Gamification concept for in-house training
- Investigation of the usability of learning management systems and derivation of an optimization concept
- Development of a learning app for primary school students

Master degree
Design Management M.A.
Specialisation Creative Direction I EN

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Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues in Design Management 5 ECTS 3 SWS		Design Project Management 5 ECTS 3 SWS		Contemporary Design Theories 5 ECTS 3 SWS	Design Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Creative Thinking 5 ECTS 3 SWS		The Value of Design 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Marketing and Branding 5 ECTS 3 SWS		Management of Creative Leadership 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- Design Manager/in
- Teamleader Urban Planning Department
- City Marketing Manager/in
- Smart City Strategy Expert
- Manager/in in Business and Urban Solutions
- Manager/in Smart City Mobility

Projects from the studies

- Development of a blueprinting kit in cooperation with BASF that enables project managers to design global corporate strategy events with a strong focus on employee experience
- Design project to support the Münchner Kammerspiele against the decline in young theater-goers