The schedule is flexible from 2:00 to 8:00 PM, with an average of 25h/week of classes including lectures, workshops and real projects work. Occasionally classes might be scheduled in other time slots.

Some multidisciplinary activities take place on Saturdays.

2 Travel Experiences are included in the schedule of the Master Course with the objective of experimenting different professional perspectives in 2 different European countries.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA).

IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS).

IED issues its own exclusively private Master’s degrees.

Enrolment is subject to language proficiency. For courses taught in English, at least an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0

Teaching classes: from January to July 2018.

Non-EU students should be in Barcelona from the 15th of January until the 20th of December for the grades review.

Personal Research Project development: beginning of September to end of December 2018.

IED Master connects students with companies for internship collaborations.
RESEARCH STUDY PROGRAM: AN INTENSIVE PROGRAM OF RESEARCH AND INNOVATION

The Research Study Programs (RSP) Master courses are highly qualified, in-depth study programs addressed to both national and foreign professionals and graduates.

These education approaches have been devised for those who wish to reflect and grow professionally, for those who feel they need new inputs and opportunities and for those who would like to build a future as a fully-fledged design manager, introducing design added value in their professional vision and practice.

With full-time commitment, the RSP Master Courses are aimed to develop critical, analytic and methodological skills and competencies for design and business innovation. They instill the knowledge to master the management of human centered innovation that contributes to define sustainable businesses in the current competitive landscape.

Innovative firms are constantly looking for people capable of matching creativity and management: a new generation of managers, suited to the specific requirements of innovation. IED Barcelona has taken this challenge and has developed a unique pedagogical approach to work out and strengthen the peculiar managerial competences necessary to work within the creative and innovative industries.

At IED Master, we strongly believe in placing students firmly at the heart of the learning process as an active and motivated partner within the process. Our objective is that learners should be empowered to determine their own learning. This way, the RSP Masters methodology is essentially practical and based on the “learning by doing” approach. All subjects have a theoretical foundation alongside hands-on practice and critical reflection. The study program is planned in order to review the same subject from different points of view to help students understand the need to develop their own criteria. Tutoring sessions with the Master Coordinator are planned to check students’ progress and comprehension.

The study plan includes travels to provide very important real-world experience and complement theoretical knowledge, giving the students the opportunity to learn from real industries, international fairs and context experiences from different European countries. With the guidance of teachers and academic coordination, the study travels bring new inputs to enrich the experience of the course.
Day after day the business world is becoming more complex to manage with lower and lower margin for errors. In this context the value of a discipline resides in its ability to facilitate better-informed decisions.

This highly competitive environment requires knowledge that helps increase effectiveness, knowledge that reduces the number of failures associated to the risk of innovation.

As Marketing did in the past, Design is being identified as the next discipline to join the pool of functions required for successful Business Management.

“Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments and brands that enhance our quality of life and provide organizational success.

On a deeper level, design management seeks to link design, innovation, technology, management and customers to provide competitive advantage across the triple bottom line: economic, social/cultural, and environmental factors. It is the art and science of empowering design to enhance collaboration and synergy between “design” and “business” to improve design effectiveness.

The scope of design management ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems.”

Design Management Institute
http://www.dmi.org/?What_is_Design_Manag
Since the beginning of the 21st century, different fields such as business and engineering have regarded design as an important strategic advantage for innovation and change (organizational, social, technological, business transformation, etc.). Thanks to its ability to integrate brand, market and business needs with user research, and consumer need identification to propose future scenarios, the role of Design is now changing from a project-based to a strategy-based function. Its ability to project, visualize and validate, makes Design a critical tool in decision making by minimizing the risk of innovation uncertainties.

Design Management integrates innovation processes, multidisciplinary decision-making, a human-centered mindset and business strategies, to create effective products and services addressing the current landscape of the challenges the world faces today (such inclusion, sustainability and diversity) toward successful and meaningful companies.

Design Management blends designers’ way of thinking, sensibility and methodologies with business viability, management strategies and market value creation. Design Management tackles from core design disciplines to business design, considering technology feasibility, through empathizing with current and future customers, optimizing experiences and imagining and facilitating change, by means of agile, innovative and human driven processes and methods.

The IED Barcelona Master in Design Management prepares professionals who integrate design value and tools into the business.

Designers need to understand the business reality and the role they can play to be able to participate effectively in it and its environment and maximize their contribution to society. Business managers can benefit from understanding the potential of a discipline like Design in the Business environment and facilitate its integration to other strategic functions to contribute to the value creation process.
Why should I study a MASTER’S DEGREE IN DESIGN MANAGEMENT at IED Barcelona?

IED Barcelona has offered a Master in Design Management since 2006 and was the first Spanish school that taught this discipline.

Learn how to master the rich and powerful combination of design and business management approaches, methods and tools.

Reinforce your positionning and competitiveness in the design and innovation jobs market place.

Experience a deep and year long personal transformation throughout exciting and intensive learning experiences.

Make a life changing step in your career to effectively bring innovative solutions for businesses and society.

Open yourself to an international network of professionals and innovators.

Immerse yourself and get inspired by the vibrant, creative and multi-cultural places of Barcelona and Europe.
ENABLE DESIGN, MARKETING, ENGINEERING AND BUSINESS MANAGEMENT PROFESSIONALS TO OVERCOME DISCIPLINARY BOUNDARIES IN ORDER TO GROW INTO KEY DRIVERS OF ORGANIZATIONAL SUCCESS.

DEVELOP INTO LEADERS CAPABLE OF COMBINING CREATIVITY, MANAGERIAL SKILLS AND ENTREPRENEURIAL MINDSETS WITHIN THE CONSTRAINTS OF BUSINESS REALITIES.

ASSIST DESIGNERS AND NON-DESIGNERS IN UNDERSTANDING HOW DESIGN MANAGEMENT CAN CONTRIBUTE TO THE CREATION OF SUSTAINABLE VALUE WITHIN THE BUSINESS ENVIRONMENT.

HELP DESIGNERS BECOME DESIGN MANAGERS, DESIGN MANAGERS BECOME DESIGN LEADERS AND DESIGN LEADERS BECOME INNOVATION LEADERS OF THE FUTURE.

PROVIDE STUDENTS WITH DESIGN AND BUSINESS MANAGEMENT TOOLS that enable them to become powerful key contributors in the Value Creation Chain, within the corporate environment or as independent professionals.

DEVELOP PROFICIENCY IN USING THE TOOLS PROVIDED. Students is able to identify appropriate use of these tools to balance academic and practical knowledge, efficiency in communication and ability to evaluate necessary trade-offs when faced with real business challenges.

EXPAND THE STUDENT’S ROLES AND CAPABILITIES IN WORKING WITH INNOVATION TEAMS.

ENCOURAGE CRITICAL THINKING TO ALLOW STUDENTS TO BE ACTIVE CITIZENS OF OUR GLOBAL SOCIETY.
To give students a wider understanding of market state-of-the-art, 2 travel experiences are scheduled in the course curriculum.

In the last two editions, students joined the Milan Design Week and CERN (the European Organization for Nuclear Research) in Geneva.

During the Milan Design Week they visited the districts involved in the map of the happenings, expositions and shows proposed in the city and connected to the Salone del Mobile. Accompanied by specialists and professionals of the field, they had the chance to have private visits and enter in VIP sessions.

At CERN they had the opportunity to develop a project proposed within IdeaSquare, a dedicated test facility at CERN that hosts detector R&D projects, and facilitates MSc student programs. The purpose of IdeaSquare is to bring together people to generate new ideas, innovate and work in an open environment, to accelerate innovation for positive social impact.

In Barcelona they receive the briefing and prepare a previous research so that, during the 3 days trip, they can realize a field research in-house in interaction with the scientific community. Back to Barcelona they elaborated the project and presented it to the director of IdeaSquare, Dr Markus Nordberg.
The master recognizes and welcomes students from a range of backgrounds in design, management and theoretical fields.

Designers of all disciplines (Graphic Design, Product Design and Interior Design), architects, professionals from Business and Management areas, Marketing and Communication are welcome to join the program.

IED Barcelona structures the program in a flexible way to attract students with different specialties and with various backgrounds. This creates a multidisciplinary environment for the students during the course, for the development of a complete vision through design management.

Student background

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Background</th>
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<tbody>
<tr>
<td>32%</td>
<td>Product Design</td>
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<tr>
<td>17%</td>
<td>Graphic Design</td>
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<tr>
<td>14%</td>
<td>Architecture</td>
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<td>7%</td>
<td>Communication</td>
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<td>7%</td>
<td>Interior Design</td>
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<td>5%</td>
<td>Business Management and Administration</td>
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<td>Economics</td>
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<td>Engineering</td>
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<td>Fashion marketing and communication</td>
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<td>Mathematics</td>
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To enter the validation process, all candidates should submit the following documentation:

- 2 years of professional experience after the completion of university studies
- Motivation Letter in English and CV in English specifying languages level and computer skills
- Intermediate level of English, corresponding to a paper TOEFL 550 or IELTS 6.5. In case you don’t have any qualification, it will be necessary to assess your level through an in-person or Skype interview
Students who take this course add value to their professional experience in business companies, design studios and strategy firms, practicing design management in positions such as design department managers, brand managers, design directors, innovation directors, service designers and design strategists.

They also work as managers and executive responsible for making decisions about how design is used in the organization, in companies, design and innovation agencies, but also in education and government agencies.

Former Master Design Management students, after finishing their studies, developed their professional careers in the following positions:

- Chief of Staff to the Executive Office
- Client Service Director
- Co-Creation Manager
- Creative Director
- Customer Experience Lead in-house
- Design Manager & Interaction Designer
- Design Research & Strategy
- Design Strategist & Innovation Consultant
- Experience Design Consultant
- Experience Design Consultant, UX & mobile
- Hubspot and Marketing Web Designer
- Innovation & Service Design Project Leader
- Innovation Consultant
- Innovation Project Lead
- International Marketing Manager
- Managing Director
- National Process Manager
- Process Trainer & Innovation Program Manager
- Project and Design Director
- Senior Designer
- Service Design and Innovation
- Service Design Lead
- Strategic Design Consultant
- Strategic Planning Manager
- User Experience Designer
- User Experience Researcher
- UX & Design Manager

Some of the companies where they found those new positions are:

- 1212 DESIGN @ Macao
- Aktiva Design @ Barcelona
- A.N. Boukather Holding @ Beirut
- AIS Brandlab @ Barcelona
- BBVA Colombia @ Bogotá
- Connecting Brains @ Bogotá
- Coolnest @ Barcelona
- CorpenBarcelona @ Barcelona
- E.ON @ Hamburg
- Fjord @ Madrid
- Freshmefresh.com @ Turkey
- Google @ San Francisco
- HBC Inc. @ Philippines
- Hewlett-Packard @ Barcelona
- Hong Kong Design Centre @ Hong Kong
- IBM Switzerland @ Zürich
- Innovare @ Costa Rica
- Inphinity Design @ Izmir
- iPalmera @ Bogotá
- KENWORTH DE LA MONTAÑA @ Medellín
- Koleksiyon @ Turkey
- MEC @ Mexico City
- Piece of Pie @ Barcelona
- Pure Select @ Bangkok
- ReviewPro @ Barcelona
- SAP @ San Francisco
- Sapient Nitro @ London
- Shanghai Crossover @ Shangai
- Skyscanner @ Barcelona
- The Coca-Cola Company @ Lima
- V 27 Atelier @ Munich
DESIGN MANAGEMENT
TEACHING PROGRAM

Students are taught with a holistic approach considering all of the relevant disciplines that take part currently at the pool of strategic BA functions: Marketing, Strategic Planning, Branding, Business Design and Customer Development.

The areas with which Design has a greater interaction are developed in depth: Design research, Interaction Design, Service and Experience Design, as well as Design for Sustainability considering a circular economy.

Design managers most likely won’t need to design in detail themselves, but they must be able to communicate very clearly their concepts, either to the business staff or to the design team in order to achieve the desired results. Therefore, the students are taught a very diverse set of tools, to train their skills to a level where they can communicate well and loose the fear to discuss at sketch level or through a video.

With the aim of creating synergies between future professionals, multidisciplinary activities are held for exchanging knowledge with students of different programs. This is also part of IED philosophy.

The courses are complemented with seminars, conferences, visits and workshops given by international and highly recognized specialists in each of the different Design & Business disciplines involved. Students’ achievement success in all projects and best results in the real-industry project is accomplished by frequent tutoring from the masters’ advisory team.
# Design Management Specific Contents

The general curriculum of the Master is organized in three modules with interrelated Business, Design and Professional Skills, such as Creative Leadership, Public Speaking or People Management.

The learning process is geared through a real-industry project that encompasses all the knowledge and skills developed during the program and, ultimately, become the students’ design management portfolio. At the same time, each subject hosts frequent seminars and workshops to debate and discuss about main concerns on the field such as Design Thinking, Circular Economy or Lean strategies, among others.

## Module 1: Finding Value Opportunities

Design Research, Design Thinking and Creation Methods

This module empower students with the methodologies, tools and skills needed to draw the context and current ecosystems from which businesses can foresee their future opportunities and scenarios of value. The key relevant subjects that are taught in this module are: Design Thinking, Design Research, Strategic Planning and Visual Thinking.

## Module 2: Developing Design and Business Concepts

Design Development Tools

This module expose students to the different disciplines of designing needed to conceptualize and implement innovation. It aims to create business opportunities and design concepts: evaluative scenarios & prototypes considering its business strategy. The key relevant subjects taught in this module are: Interaction Design, Service and Experience Design and Sustainable Design.

## Module 3: Bringing Innovative Concepts to Market

Business Development Tools

This module provides students with the strategic and business tools to implement new future scenarios of value of new products and with reliability and the appropriate business model. The key relevant subjects taught in this module are: Marketing, Business Design, Customer Development and Brand Management.

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Module 1: Finding Value Opportunities

Design Thinking Bootcamp

This is a week-long, full-time, intensive course to immerse students right away in the design thinking approach and process. The course is built as an experiential learning incubator: each day starts with an intensive workshop on the day’s exploration topic that allows the participant to get a deeper understanding of Design Thinking methods by relating those key-concepts and tools to that experience. The structure of the entire workshop itself is built on the divergence/convergence principles.


These concepts have tremendous impact in today’s business strategy. They are the ingredients that spur new growth opportunities, optimize business processes and create strong connections with customers. Design Thinking is a human-centric group of work processes and frameworks that help identify, develop and deliver on these concepts creatively and efficiently.

TRENDS & FORECAST

Introduction course to trends investigation methods and tools: on the street, observing and documenting weak signals and micro-trends with photography, note taking, and by interviewing, Desk-based online research and media-scraping (local and international printed press, handouts, flyers, zines, etc.). It also touches trends Analysis: From building and Evidence wall of hundreds of signals, created from a mix of primary and secondary research, students learn the process of analysis needed to detect patterns in their observations.

CO-CREATION

Co-creation involves all the relevant stakeholders, and also provokes their creativity, by using creative and design thinking tools. In this way, co-creation processes generate excellent results for innovation in the design practice, placing multidisciplinary design teams and users at the center of the innovation process. This does not only ensure that products and services are designed for them but, also, with them. The emphasis for this class is on co-creation activities taking place from pre-design to design. They might be practiced with real users through the student’s transversal Project.

STRATEGIC DESIGN PLANNING

The course focuses on ways to plan an organization’s strategic position in the market by going throughout a rigorous innovation planning process. Students work to conceive a defensible innovation strategy plan to help an organization seek a new opportunity. The course guides students to apply structured methods, tools and frameworks to create a viable strategic plan for the project organization. Special emphasis is given to understand the value exchanges that happen among all the participants of the system. Classes are conducted as presentations, discussions, demos and work-sessions. Each week the course focuses on a specific step in the strategic design planning process to further the project. There are discussions on the content of the handed-out papers. Everyone is expected to have read these papers prior to the class and present critical viewpoints. A certain amount of time is spent on discussing projects during class sessions.

DESIGN RESEARCH

This course tackles into qualitative methods of research drawn from ethnography and anthropology studies. This way, students learn the foundations of user applied research and other methodologies with the aim to understand and choose the different goals of investigation (market, trends, users), to develop a research system according to the fit among the research goals and the available sources, and to know the different outcomes of research articulating them to generate the basis of ideation and conceptualization. Generating key insights through processes of analysis and synthesis of the information is going to be treated in-depth, this course is directly applied to the research needs of the transversal real-industry project to gain relevancy with its methods and results.
Module 2: 
Developing Design and Business Concepts

SERVICE AND EXPERIENCE DESIGN
During this class, students learn the tools used by service design professionals and directly apply them to the student directed project. Each student goal is to get a user oriented vision of a service from the different users perspectives. Students are building different types of service prototypes for different scenarios and how to extrapolate valuable information that can be used to develop a service further. They endeavor to show how service design methodologies can be applied to both existing services and as part of the customer discovery stage. The class aims for understanding the benefits of service design methodology to create value for all stakeholders. How to see everyday things from a different mindset or perspective. Deepen students' knowledge of key innovation processes and therefore know when to adapt it to new projects. Also, for understanding how everything is nothing more than an experience which, when you understand the rules, you can create new experiences for users and create value for all stakeholders. The class is covering the key established curriculum of experience design and try to push it further with the aim of equipping students with questions to continue their own experience in this world.

INTERACTION DESIGN
The course aims to equip students with an understanding of core interaction design principles and methods they can deploy to design engaging user experiences. Sessions include practical exercises of conceptualizing and designing an experience with a digital product (e.g. web, mobile or other devices.) The theoretical part of the course provides a brief overview of the field of Human Computer Interaction (HCI) and the relevant research areas that have influenced current technological trends. We explore the different methods and creative processes in user-centered design and apply these in a group project. Students, working in pairs, are required to design and prototype an interactive experience as a response to a design brief. Every session of the course offers opportunities to practice techniques that can help them to define and progress with their collaborative projects. Students are expected to work on this project outside their regular class and prepare material to review during the session. At the end of the course each group present their project, as well as the research and design process behind it.

SUSTAINABLE INNOVATION AND DESIGN
The course in Sustainable Innovation and Design starts with a macro vision of sustainability in industry and what types of actions are being taken to work towards sustainability across industry from start-ups to multinationals. During the first class we study 4 different approaches that companies are taking and how this is integrated from the business strategy to the product design. In the second class we study ways to create value with sustainability using the main design tools and methodologies that are available today, such as functional innovation, service vs product, service design thinking, solution oriented partnerships and collaborative consumption. We look into consumers and their attitudes towards sustainability, studying different user profiles, and how you would respond to each of them design and innovation, as well as how to communicate it to the target market. In the third class we look at starting points or the main drivers for developing commercial sustainable solutions such as user movements, subsidies or competition, and the effect these have on the market, and therefore on the market for sustainable innovations and designs. We then look at examples and guidelines as to how to communicate sustainable innovations.

VISUAL THINKING AND STORYTELLING
Students learn how to organize, analyze, filter, structure and present information so that it can be displayed as simple and appealing as possible to help the understanding and decision making of complex data. Students learn how to filter and categorize all the information obtained during the research phase, how to sketch and diagram information flows, information design and hierarchies, know how to apply the tools of visual representation and diagramming flows to improve information architecture in order to present the content in a clear, concise and visually attractive way.
Module 3: Bringing Innovative Concepts to Market

BRAND MANAGEMENT

The main objective of this subject is to learn thinking from a brand standpoint, understanding what it stands for, what it brings to us common people, how it establishes and evolves its relationship with us. The methodology we’ll follow is a mix of theoretical classes and discussion in class, mainly through real-life examples and exercises proposed during the course. The main competence we’ll try to build together is that of becoming better listeners and observers of our environment. Because we, the common people, are at the center of everything and brands are in constant evolution through their dialogue with us.

MARKETING

The main objective of this subject is to understand the key issues in international marketing, familiarize with the key challenges in service companies, review modern marketing concepts and frameworks: customer relationship marketing, social marketing and get into the marketing trends: marketing and technology- how to reach customers directly. Through this subject the students are able to: effectively communicate ideas and arguments in support of realistic marketing decisions; work in team discussing cases and examples that provide an understanding of what marketing managers do; actively listen to other people’s opinions and viewpoints to enrich business proposals; develop a project; get a proactive attitude towards learning, self discipline and rigorous work; develop a high level of analytical skills and critical thinking in a marketing context; defining problems, identifying opportunities and interpreting their implications for decision making.

CUSTOMER DEVELOPMENT

Customer development is a process that frames the right questions, with the right tasks for the right job: search, and experimentation to validate who is your client, your product/service value proposition and its way to commercialization. This course aims to define what constitutes a startup or a new business unit inside a bigger corporation, devise a core philosophy to ground the process, identify the different stages of your search process, and build a framework to efficiently go through this process.

BUSINESS DESIGN

The purpose of the course is to provide the key elements to move from ideas to profitable business. The basic method is to understand all the elements of successful business plan and practice business case and models to support the creation of business plan. Students gain competences in innovation and entrepreneurship elements, business plan structure, develop the 10 main steps of a business plan (marketing, operations, finance,..), link idea and concept to Cash materialization and is able to provide management perspective to idea generation.

FINANCIAL MANAGEMENT

Design Managers need to understand how the financial statements interrelate and what information they convey; the understanding and use of management tools that help them to use the information in the financial statements to analyze the company’s performance; and the understanding and use of tools that can help managers with decision making.

SEMINARS

PEOPLE MANAGEMENT

Leading People is a wide area of knowledge that covers anything relevant to people in organizations. The Leadership subject is requiring more and more skills and competencies to whoever has people responsibilities, being one of the fields that have most impact in how we run businesses. People are the most important asset in a company.

PUBLIC SPEAKING

The seminar is aimed to provide the students with effective communication skills about how to prepare a presentation and how to deliver it in front of a public, with the help of many practical exercises.

PROTOTYPING

We work on quick and effective prototypes methodologies with frameworks such as the Lego© Serious Play©, Body Storming, Video Prototyping, Minimum Viable Products and Lean Design Prototyping in order to test and refine concepts, value propositions, customer experiences and/or commercialization plans.

CREATIVE LEADERSHIP

Leaders should develop an in-depth awareness and understanding of themselves as well of others to identify common ground and differences. The students learn how to develop a personal identity strategy, and how to expand this application to group identity.

INTELLECTUAL PROPERTY

An introduction to intellectual property focused on creative industries. The student obtain a basic knowledge on trademarks, copyrights and industrial designs from an international point of view, including the Internet. The subject has a practical approach, including real case- studies related to the protection, exploitation and defense of Intellectual Property Rights.
PROJECTS

Students are proposed to approach Design and Innovation from an integral point of view so, they are constantly developing relevant projects in teams and focused on proving all the skills developed. They have to face two main real industry projects, a special investigation project at IdeaSquare and their final Personal Research Project.

REAL INDUSTRY PROJECTS

Following the learning-by-doing methodology, the learnings and competences achieved are applied at the transversal real industry project alongside the program. They are challenged to identify the broader problem statement that require an analysis of all of the user touch points with the company in order to guarantee a relevant and consistent experience across them. The projects are commissioned either by multinational companies competing in the global economy, or local companies competing in the international markets. In the first module the project is based on a research for innovation opportunities, in the second one on innovation concepts for strategic ‘go to market’ initiatives.

PERSONAL RESEARCH PROJECT (PRP)

The Personal Research Project is the Master culmination and should demonstrate that the student has acquired skills, knowledge and analytical capabilities. The PRP is the single most important piece of written work that students undertake during their Research Study Program. This project is an original piece of research involving primary data collection which aim is to undertake an individual work that meets the requirements outlined in these guidelines in order to achieve a passing grade.

The PRP bases are focused at the end of the third module so that students can work on it during the final part of the master, when they are realizing their internships. The final thesis is presented in front of a special faculty cloister at middle December.

The objectives of the thesis process are the following:
- To identify a feasible project in the student’s area of study
- To establish clearly defined objectives and/or questions to be investigated
- To design and implement an appropriate (design research/process) methodology
- To understand the adding value proposition (concept)
- To create a business development plan based on the previous concept.
- To create feasible and concrete design proposals
- To demonstrate analytical skills and produce valid findings
- To apply theory to practical reality
- To draw appropriate conclusions and recommendations where necessary
- To produce a well-organized and well-written final document and an effective oral presentation of the thesis

COLLABORATION WITH COMPANIES

In previous editions of the Master in Design Management students worked on projects with different companies, such as:

- Konica-Minolta,
- Ferrino,
- IdeaSquare,
- Volkswagen,
- Hewlett-Packard,
- SEB TEFAL,
- TCP Aerodynamics,
- Co-society,
- Autelic,
- Fuelfor,
- Group IDEA,
- Green Living Project,
- Creaturat, GNT,
- Eatarainbow,
- Production Media Network S.L.,
- ColourfoddGmbH,
- Lonxanet, Arpa,
- Creaturat,
- Hostelco,
- Lukumas,
- HolaLuz,
- The Pink Peony for Mountaneers for Himalaya, etc.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.
Graduated in Architecture in the National University of Architecture of Grenoble and Master in Industrial Design in IED Milano, he has a strong experience in managing design strategies. He defends an approach to design based on brand identity and user needs to feed the company's innovation strategies.

Actually he is Head of Design and User Experience for Hewlett Packard's large format printing and 3D printing Global Business Unit.

He begins his career with architectural projects for the banking sector, then with product design in consultancies in a variety of sectors: sport (for Salomon, Mavic, Julbo and Decathlon), building (for Airwell, Ideal-standard, Technal winning the Silver Equerre Prize at Batimat 1994) and packaging (for Yacco, Pampryl winning the prize of the packaging of the year in 1995).

In 1996 Olivier is appointed as head of industrial design for the professional PC division for HP, and later in 2002, he runs a design unit for HP European marketing to understand market trends, customer expectations and uncover product innovation opportunities for digital cameras and consumer printers categories.

In 2006 he becomes the Manager of the Brand Design b’Twin brand of Oxylane (Decathlon). His team innovates everyday on brand identity, ease of use and gets an IF Award and Red Dot Award. In 2010 Hewlett Packard recalled Olivier Mache to take over the direction of the design and user experience to the world market of large format printers and 3D printer. He leads since 2010 a team of 50 designers in Barcelona and Shanghai.
TEACHING STAFF

At IED Barcelona Design Management is taught by a faculty body of practitioners from Design & Business, through the immersion and practice of different innovation and strategic methodologies, analysis of case studies and the execution of two real-industry projects commissioned either by multinational companies competing in the global economy, or local companies competing in the international markets. This approach facilitates the training in decision making, placing the students in a real context for innovation and experimentation.

TERESA BUHIGAS
Degree in Business Administration and an ESADE MBA. Since 1990 she has been involved in strategic marketing consultancy projects in very different sectors for private companies, being fashion design among them. Along her career she has been collaborating in institutional and international projects, among others, with the Barcelona Olympic Games Committee, the World Bank Group, Spanish Government, the Barcelona city hall, FAD and Inexmoda. She has been member of the ESADE Business School Faculty during twelve years in the Marketing Management Department. Since 2011 she is leading Westminster's Marketing Strategies and Techniques Module at the BAH Westminster’s Fashion Marketing and Communication Program offered in Barcelona.

ELISABETH DE MORENTIN
Innovation Planner and Design Strategist. Worked for many years at Zobele group, global business unit. She received a MS in Design Planning & Strategy from the Institute of Design, IIT Chicago, USA. She has lived and works in NYC for over 10 years, working and collaborating with some of top 500 fortunes as: Apple, Nike, Sears, Gap, Walt Disney World, W Holtels, Kholer, Zara, Mango, Novartis, SC Johnson, Unilever, Reckitt Benckiser, Burton, Zara, Mango.

GERARD DOMINGO
Telecommunication Engineer from UPC Barcelona, PDG at IESE Barcelona Business Administration and Managing Corporate Innovation at MIT. He has been working for 5 years at HP services organization as Manager in Services, Manufacturing, Design for Customization, Distribution for Europe, Customer Operations and consultant for Photo Business in Europe.

CHRISTINA BIFANO
Christina holds degrees in Textile/Surface Design from FIT in New York and Accademia Italiana Moda in Florence. Currently, she collaborates as an investigator and analyst for La Entropia Investigación Avanzada and as a textile-surface designer for Cahier and Coloroom studios, whose clients include major fashion and product design houses in Asia and Europe. She is a guest lecturer focusing on interior fabric trends for Design and Trade Promotion Center in Shanghai and the proud editor of A Roadtrip to Innovation by Delia Dumitrescu.

MONTSE MARSAL
CEO at Connecting Brains, Author and Professor and Innovation Expert. She is committed to the creative advancement of organizations, helping large companies embrace innovation to become world-class innovators by increasing the creative and human side of business. She teaches Creativity and Innovation at ESADE, Visual Thinking at Elisava and Design Thinking at Barcelona University. She worked for 15 years at Hewlett Packard and 5 years at PwC -Price-waterhousecoopers before launching her company. Montse Marsal and her team at Connecting Brains work with leading brands such as Caine Bank, HP, Nestle, and FGC among many more. Their Visual facilitation brings remarkable results, customer focused innovation and design thinking across Spain.

ORIOL RODRIGUEZ
Brand development director at Added Value, a consumer and marketing insights consultancy from the WPP group. Before that, spent 9 years in Morillas (Spain’s leading branding agency) as a planner. Started off his career in the marketing and commercial departments of different FMCG companies: United Biscuits, Henkel Iberica and Lindt & Sprüngli.

MARC SEGARRA TORRES
Micelulacreativa founder, trainer, creative coach with extensive experience in management of creativity and dynamism of group idea generation and management of change. He has worked as a creative director in the field of communication and events in different agencies of the city of Barcelona. Also worked on Project Owner and consultant in creativity and co-creation in Designit, a Danish company dedicated to strategic design and innovation. He is currently a consultant in creativity and co-creation in Incubio, an incubator and accelerator for start-ups. He has taught at various universities in Barcelona:
UB - University of Barcelona, UPC - Technical University of Catalonia, UPF - Pompeu Fabra University and schools both design and business.

GARY VAN BROEKHOVEN

He started his first business at 14 and is a serial entrepreneur. He has over 16 years experience in the field of design and entrepreneurship. He has worked in design and innovation for large brands and has spent half of his career working within the game industry including head of design of an international toy manufacturer. He set up the first OpenIDEO off-line group and has been teaching innovation related topics at universities for many years. Gary specializes in new behavior facilitation in services & experiences. His work has won several awards and been published in many international publications. Gary’s passion is in helping others around the creative process & values of sustainability as a driver for innovation. One of her strengths is being able to take the process from an open question to a tangible concept or briefing, and often she has worked as a bridge between the design and the business mindset.

ANTIVITION: DIEGO IÑIGUEZ AND CARLOS YARZA

Audiovisual design collabora- 
tive team based in Barcelona. The studio specializes in direction & design for video, photography and interactive experiences built by the mastery of diverse media and the finesse of communication tools.

CARLOS YARZA

Video designer specialized in VJing, photography and Motion Designer & Editor

JOANNA LAMBERT

BA (Hons) in Ecodesign in Goldsmith’s University in London and MRes in Sustainability and Manage- ment in Cranfield University. She learned strategies for integrating the concept of sustainability into the design process, working for 8 years in an innovation consultancy. For more than a decade, she has been using the concept and values of sustainability as a driver for innovation. One of her strengths is being able to take the process from an open question to a tangible concept or briefing, and often she has worked as a bridge between the design and the business mindset.

EDOARDO FANO

Graduated in Law in 1981 by University of Rome, Law Degree Homologated in Spain, 2010. Italian Law Lecturer from 1992 to 1995 in London (U.K.). Lecturer (Italian Law, Intellectual Property and Information Technology Law, Public Speaking and Communication) and IP Legal Adviser from 1995 to 1997 in Barcelona (Spain), from 1997 to 2003 in Milan (Italy) and from 2003 in Barcelona (Spain) and Milan (Italy). Legal Adviser in Intellectual Property for European Union projects in developing countries (Kazakhstan, Chile, India, Croatia, Moldova).

NICODEMUS

with a background in both entrepreneurship and arts, his interests have been focused around the creative process and its applications. In Cana-da he was founder of a digital media company, as well as part of the board of directors of a start-up incubator and adviser for the member companies. He is currently an independent business consultant in Barcelona where he has taught workshops business modelling, custom- er development, finance for start-ups, and presentation skills in Barcelona Activa, Barcelona Centre for Design, the IED as well as various corporate clients. Previously, he worked for Alcatel Mobile Phones in Paris, and later as a freelance advertising music producer in Paris, New York and Mexico.

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DESIGN MANAGEMENT

STUDENTS SPECIAL SERVICES

DMI MEMBERSHIP

Students are awarded with an annual membership of the Design Management Institute (DMI) the international membership organization that connects design to business, to culture, to customers. From 1975, DMI brings together educators, researchers, designers, and leaders from every design discipline, every industry, and every corner of the planet to facilitate transformational and organizational change and design driven innovation.

SPECIAL ROOM

The Design Management Master students are hosted in a dedicated classroom, a space that is transformed in an innovation design studio where students experiment new tools and knowledge, with the guidance of the faculty. Small groups of students in the class facilitate the application of this hand-on methodology.

The class is equipped with a printer, WIFI connection, toolkits for design thinking sessions and personal lockers.
**IED COMMUNITY SERVICES**

**STUDENT CENTER**
The aim of the IED Barcelona Student Centre is to offer an additional welcome and advice service to students who are in need of this, with specific attention to foreign students. It offers useful and practical information to help in the search for accommodation, provides advice on the procedures related to obtaining a resident’s permit, registering in the city and acquiring a health card, as well as generally providing any information about the city and its resources that students may find useful during their stay.

**JOB PLACEMENT**
The school provides an exclusive job placement service so that students can start their careers either during or after their course.

**PERSONAL COACHING**
A clinical and school psychologist will advise, guide and listen to any student requiring her help.

**FACILITIES**
Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school’s facilities include: 21 classrooms, 5 multimedia labs equipped with PCs and Macs, 3 product, interior and transport design workshops, 5 fashion workshops, 1 printing centre, 1 photo and video studio.

**PROGRAMMES**
IED Barcelona students have the added advantage of being able to use the following computer programmes without any additional costs:

**ADOBE CREATIVE SUITE**
Students can use the software programmes included in Adobe Creative Suite free of charge during the time that they are enrolled in the school. The software package can be used on the school’s computers as well as on students’ own personal laptops. The following programmes are included in the package: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign® CC, etc.

**AUTODESK**
World leader in 3D design software for entertainment, manufacturing, engineering, etc. Students can use free of charge programmes such as AutoCAD, Maya or 3ds Max, etc.

**OFFICE**
Students can download to their computers the Microsoft Office 365 Education package at no cost. This includes software such as Word, Excel and PowerPoint.

**EMERALD**
A global publisher linking research and practice to the benefit of society. Emerald is currently used at the most important universities in the field of management, marketing and communication. All students have free access to more than 290 magazines and 2,000 books.

**WGSN**
A leading online platform in the world that analyses and forecasts current lifestyle and consumer trends. All IED community members can freely access WGSN from the computers in its Mediateca.

**GMAIL**
All IED community members have a Gmail account with unlimited capacity.
For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department. contact@bcn.ied.es

Fees

Master in Design Management (MSTDM):
24,000€ (4,000€ Enrolment Fee and 20,000€ Tuition Fee)

The Master’s fees Include:
- Teaching hours, tutoring and ordinary exams.
- Guest lecturer master classes and transversal activities.
- DMI Membership
- 2 study experience: accommodation and local transportation, visits and teaching hours.

Daily allowances are in charge of the student
Exclusive IED Services listed at page 22.
IED Barcelona offers Official Undergraduate Degrees in Fashion, Graphic, Product and Interior Design. It also teaches Bachelors of Arts (Honours) validated by the University of Westminster and IED Diplomas in Fashion, Management for Creative Industries and Visual Communication. In addition it offers Master and Postgraduate courses, Continuing Study Programs and Summer Courses.

MORE INFORMATION
If you don’t know which course to choose or you need further information, come and visit the school during its Open Days. If you want to know the dates, please visit our website or contact us by email.
IED Barcelona is the most international design school in Spain. Since its inauguration in Barcelona in 2002 its classrooms have welcomed students from over 100 different nationalities. Every year over 65% of its students come from different countries such as Colombia, Sweden, Mexico, Iceland or Russia providing a multicultural and cosmopolitan environment. Such a unique opportunity has led students from Spain to work in cities like New York, Paris, Shanghai or Rome and helped alumni from different places of the world to join prestigious national companies.
BARCELONA

Barcelona is a city open to innovation and all cultures, warm, plural, diverse, cutting edge and passionate. A city for living and sharing with a clear vision of the future, that has undergone a major process of change: industrial powerhouse in the 19th century, olympic city in the 20th century and smart city of knowledge in the 21st century.
COMPANIES

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.