

DESIGN MANAGEMENT



Technical file

Credits: 90

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.

Language: English

Enrolment is subject to language proficiency. For this Master course at least an advanced level is required, corresponding to TOEFL 550 (PBT) or IELTS 6.5 or CEFR C1. Other cases or people with no certification can be evaluated through an interview.

Duration: from January 18th to December 16th 2021

The enrolment will be active from January 7th 2021, until the official submission of the student's records, which will be executed on December 31st, 2022.

Personal Research Project development: beginning of September to end of December 2021. IED Master connects students with companies for internship collaborations.

Timetable: Monday to Friday (**Full-Time Dedication**)

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. 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.

#1

#2

Introduction

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.

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 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 involves core design disciplines integrating business requirements, technology feasibility with current and future customers' expectations.

In this perspective, IED Barcelona Master in Design Management prepares professionals who integrate design value and tools into the business: Designers can understand the business reality and the role they can play to be able to participate effectively in a given environment and maximize their contribution to society; Business managers can benefit from understanding the potential of a discipline like Design and facilitate its integration with other strategic functions in the value creation process. Students learn to optimize experiences, imagine and facilitate change by means of agile, innovative and human driven processes and methods.

Why should I study a Master's Degree In Design Management at IED Barcelona?

IED BARCELONA IS OFFERING A MASTER IN DESIGN MANAGEMENT SINCE 2006, BEING THE FIRST SPANISH SCHOOL TEACHING THIS DISCIPLINE.

- Learn how to master the rich and powerful combination of design and business management approaches, methods and tools.
- Reinforce your positioning and competitiveness in the design and innovation jobs market place.
- Experience a Deep and yearlong 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.

#3

General course objectives

This intensive program aims to provide students with the necessary theoretical and practical knowledge and tools and experience to become Design Management professionals.

- Enable design, marketing, engineering and business management professionals to overcome disciplinary boundaries in order to grow into key drivers of organizational success.
- Develop students into leaders capable of combining creativity, managerial skills and entrepreneurial mindset 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 and methods. Students are 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.

Learning outcomes

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

After completing the course, the students will be able to:

- **Associate:** Connect seemingly unrelated questions, problems, or ideas
- **Question:** The important and difficult job is to find the right question
- **Observe:** Scrutinize people behaviours in order to find new ways of doing things
- **Experiment:** Try out new ideas by creating prototypes and launching pilots
- **Network:** Test ideas through a network of diverse individuals
- **Influence:** Reach buy-in from your customers and stakeholders

#4 Student Entry Profile

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, engineering 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.

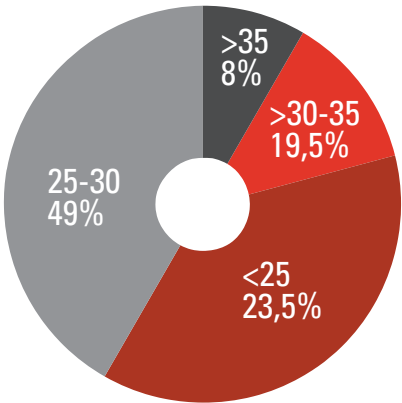
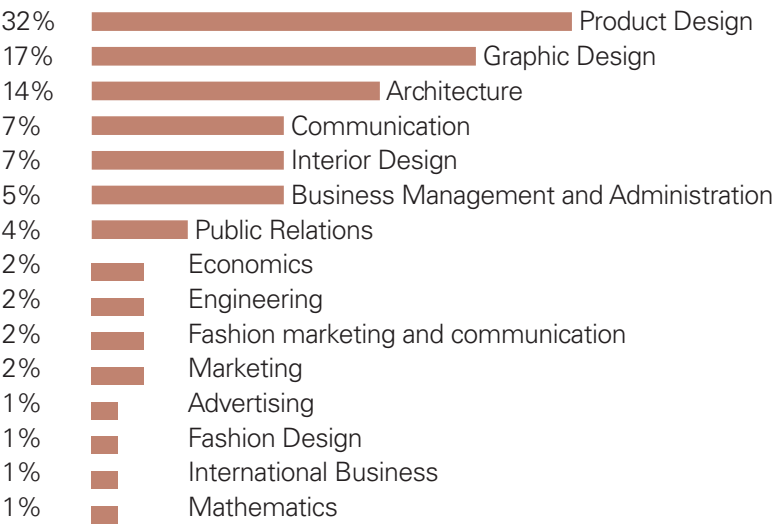
Admission Requirements

- 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 other cases or people with no qualification, it will be necessary to assess your level through an in-person or Skype interview.



Students Profile

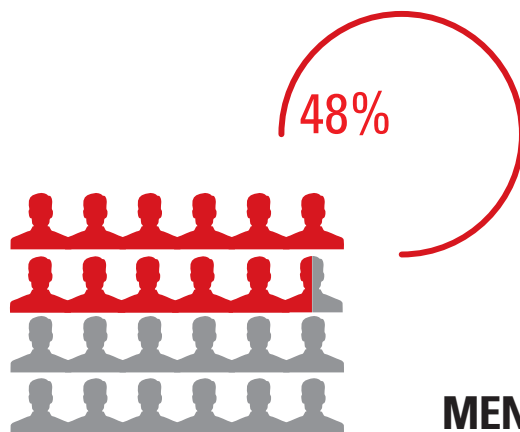
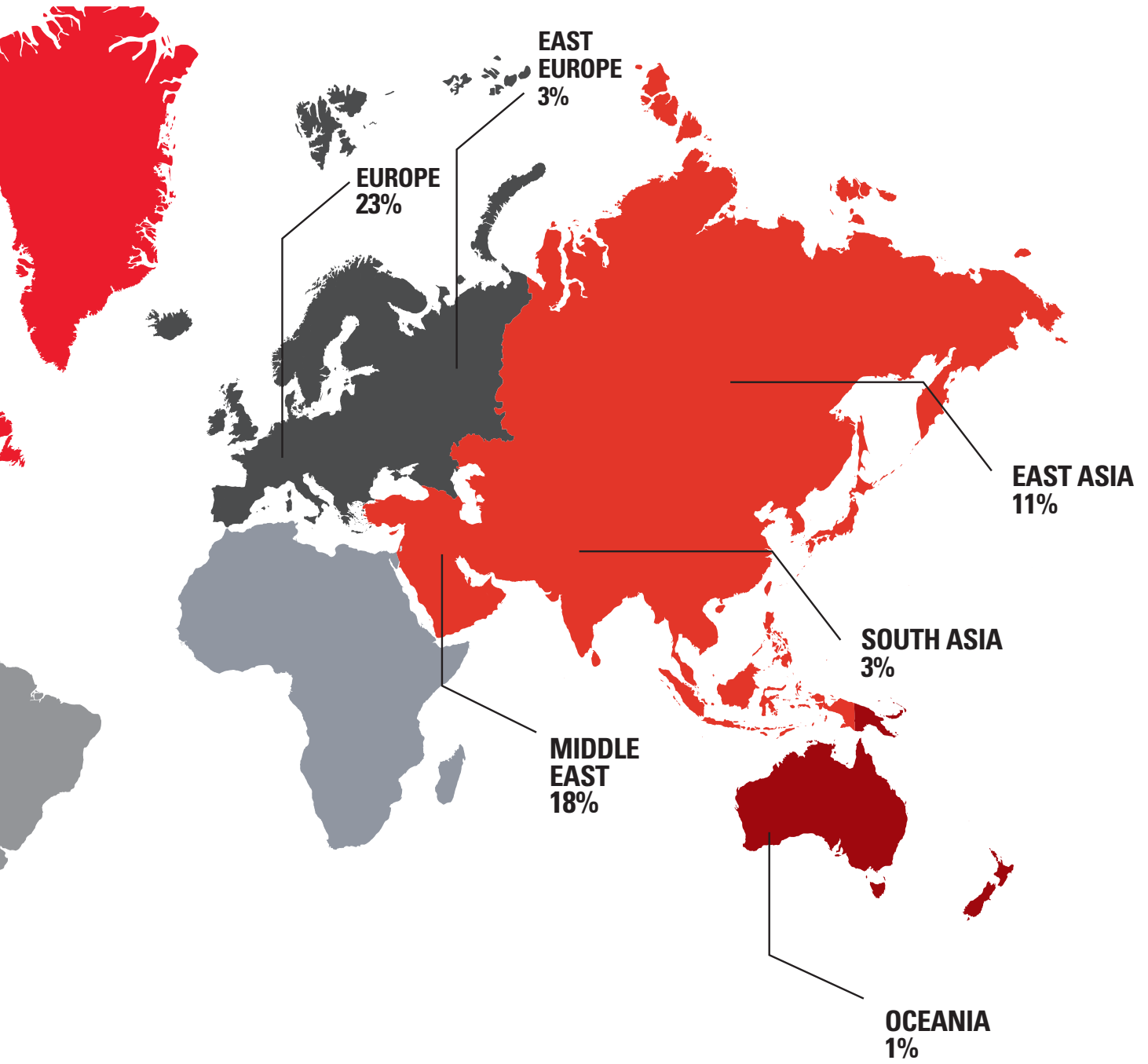
STUDENT BACKGROUND



AGE

STUDENTS NATIONALITY





Career outlook

#5

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 @ Barcelona
- 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 @ Shanghai
- Skyscanner @ Barcelona
- The Coca-Cola Company @ Lima
- V 27 Atelier @ Munich
- NACAR Design @ Barcelona
- DMI @ Barcelona

Collaboration with companies

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

Cupra, Urb&Drive, Konica-Minolta, Ferrino, IdeaSquare, Volkswagen, Hewlett-Packard, SEB TEFAL, TCP Aerodynamics, Co-society, Autelic, Fuelfor, Fundacion ROCA, Byhours, Group IDEA, Green Living Project, Creafutur, GNT, Eatarainbow, Production Media Network S.L., ColourfoddGmbh, Lonxanet, Arpa, Creafutur, Hostelco, Lukumas, HolaLuz, The Pink Peony for Mountaneers for Himalaya, etc



#6

IED master Barcelona methodology

IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historic and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macrotrends, and we keep a watchful eye on the changes that our cities and surroundings will need to adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but create and drive innovation. We want our students to take responsibility for their training path and learn how to steer it with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force; where they are free to experiment and create.

Specific course methodology

RSP Masters methodology is essentially practical and based on the “learning by doing” approach. The study program is planned in order to treat contents from different points of view to help students to develop their own criteria. Tutoring sessions with the Master Coordinator are planned to check students’ progress and comprehension.

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.

With the aim of creating synergies between future professionals, multidisciplinary activities are held for exchanging knowledge with students of different programs.

The course is 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.



Travel Experience to **CERN/IdeaSquare**

#7

Teaching programme

The teaching programme is divided into 1 Common Module and 1 Specific Module. The Common Module subjects are shared by all Master's degree courses because they lay the groundwork of a common culture for the entire IED Barcelona community. The Specific Module is the proper course and develops the professional specialization.

Common Module: It promotes a common culture to the IED Barcelona community. It is made up of classroom subjects around communication tools and personal promotion, and online subjects that address the foundations and cultural and methodological aspects of the Design Culture.

Classroom common module:

Communication tools and personal promotion

DESIGNING FOR THE MANY

This is an educational innovation project set within the framework of courses at the IED Master Barcelona school that has been developed to conduct research into the capacity, strategies and impact of design in constructing our society, raising questions about its cultural, productive, economic or political aspects. The work is conducted under research records that are not only theoretical but also practical and linked to proposals of productivist, critical or speculative design through interdisciplinary groups using creative, experimental practices.

DESIGN TOUR

Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim of the master course.

PUBLIC SPEAKING

Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work also on their body language. They will explore their reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING

The portfolio resumes the progress and competences acquired during the course. It's a communication tool that includes the professional and the academic experience and shows the student's personal branding.

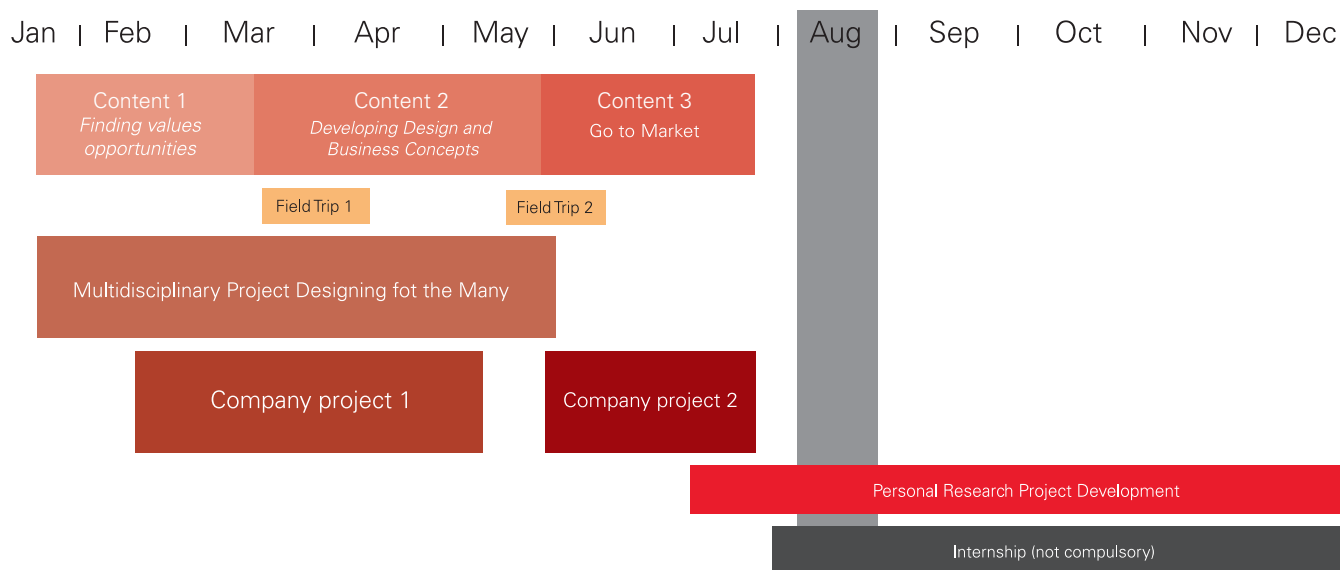
Specific Module:

Own set of master content through which professional specialization is developed by combining theoretical and practical classes, visits, conferences or workshops.

Specific module of the Master in Design Management

The general curriculum of the Master is organized in three contents with interrelated Business, Design and Professional Skills, such 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.



Content 1: Finding Value Opportunities

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

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. Innovation. Problem-solving. Creativity. Co-Creation. Customer value.

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, observations and documentation of weak signals and micro-trends with photography, note taking, interviews. and desk-based online research and media-scraping (local and international printed press, handouts, flyers, zines, etc..). It also touches on 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.

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 is topic introduction and work plan meetings at the beginning of each class. 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.

Content 2: Developing Design and Business Concepts

Design Development Tools This module exposes students to the different disciplines of designing needed to conceptualize, prototype, and develop innovative solutions. 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.

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 and stakeholders perspectives. Students are building different types of service prototypes to address different scenarios and will extrapolate valuable information to further develop the initial service concepts. The course shows how service design methods contribute to create new services and improve existing services. The class aims for understanding the benefits of service design methodology to create value for all stakeholders whether they operate in the front end or in the back end of the service. Understanding how customer and user experiences are being built and perceived will help you to understand the rules and principles for creating new experiences for users while creating value for businesses and stakeholders. The class is covering the key established curriculum of experience design and will to push it further with the aim of equipping students with criteria to pursue further their own professional experience.

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.

INTERACTION DESIGN

The course aims to equip students with an understanding of core interaction design principles and methods they can deploy to designing 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.

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 in the business strategy and product development. 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 which design and innovation response to provide, 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 offering. We then look at examples and guidelines as to how to communicate sustainable innovations.

PRESENTATION AND STORYTELLING

Students learn how to analyze, organize, filter, structure and present information in a simple and appealing way as much as possible to facilitate understanding of the messages and decision making of a complex problem. Students learn how to filter and categorize all the information obtained during the research phase, how to sketch and visualize diagram information flows, information design and hierarchies, know how to apply the tools of visual representation and diagramming flows to present the content in a clear and effective, and visually attractive way.

Content 3: Bringing Innovative Concepts to Market

Business Development Tools This module provides strategic and business tools to help the implementation of innovative value scenarios and offering while addressing business operation and business model requirements. The key relevant subjects taught in this module are: Marketing, Business Design, Customer Development and Brand Management.

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 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 alternative approaches of marketing strategies and operation, 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 articulate their ideas and arguments with realistic marketing strategies. Students will work in team to discuss cases and examples to help them understand what marketing managers do; actively listen to other people's opinions and viewpoints to enrich business proposals; develop a project; develop a high level of analytical skills and critical thinking within a marketing context: defining problems, identifying opportunities and interpreting their implications during the process of value creation.

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 start-up 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 in providing the appropriate information to business leaders.

FINANCIAL MANAGEMENT

Design Managers need to understand how the financial statements interrelate and what information they convey; the understanding and use of such tools help to understand which innovation project attribute is needed to come up with a financial statement, and how to use these tools to help managers decide path forward.

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.

CREATIVITY

An introduction to creativity techniques to help students enhance their creative power. Students will apply these techniques into exercises and during the real-life projects. Students will discover which cognitive biases represents barrier to creativity and how creativity can spur very easily when embracing the right attitude and a set of alternative techniques.

PROTOTYPING

We work on quick and effective prototypes methodologies with frameworks such as 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.

CULTURAL DIFFERENCES

In today's and future business world in the search of creating value, the work to be done requires multidisciplinary teams with people of very different cultural backgrounds. Understand what makes us different will help students decrypt where individual attitudes and behaviour come from and make their collaboration with other team members be more open and fluid.

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 defence of Intellectual Property Rights.

Travel Experience

The study plan includes two travels to provide real world experience and complement the theoretical knowledge, giving the students the opportunity to learn from industries, international fair and professionals from different European countries. Accompanied by specialists and professionals, the study travels bring new inputs to enrich the Master course.

In the last editions students joined:

- Milan 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 where they had the chance to have private visits and enter in VIP sessions.
- Amsterdam to join the rEVolution 2019, the annual eMobility conference connected with more than 1000 cleantech experts from around the world. This experience was an on field research connected with the content of the two main projects of the Master.
- Geneva at CERN (the European Organization for Nuclear Research) where 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.
- Hamburg where they had a bootcamp with PARK, one of the world leading consultancy in the area of design management and design leadership, and visited the Innovation Center where AIRBUS experts shape the future of aerospace.

Travel Experience to **rEVolution 2019 / Amsterdam**



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 applying all the skills learned during the classes. They will face two main real industry projects and their final Personal Research Project.

REAL INDUSTRY PROJECTS

Following the learning-by-doing methodology, the learnings and competences achieved are applied in real industry projects alongside the program. Students are challenged to identify broader or deeper problem statement from in-depth analysis of all user touch points with the company. The projects are commissioned either by multinational companies competing in the global economy, or local and or start-up 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 focus on strategic 'go to market' outcome.

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 to allow students to work on during the final part of the master, while realizing their internships. The final thesis is presented in front of a special faculty cloister by mid of December.

The objectives of the thesis process are the following:

- Identify a feasible and viable project in the student's area of study
- Establish clearly defined objectives and/or questions to be investigated
- Design and implement an appropriate (design research/process) methodology
- Uncover and establish an innovative value proposition (concept)
- Create a business development plan based on the previous concept.
- Create feasible and desirable concrete design proposals
- Demonstrate analytical skills and produce valid findings
- Apply theory to practical reality
- Draw appropriate conclusions and recommendations where necessary
- Produce a well-organized and well-written final document and an effective oral presentation of the thesis

#8

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona's teaching department. The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

Coordinator

OLIVIER MACHE

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. He is currently a design and innovation consultant working for a large variety of companies in Europe and Americas. He is the former Head of Design and User Experience for Hewlett Packard's large format printing and 3D printing Global Business Units. He led since 2010 until 2017 a team of 60 designers in Barcelona and Shanghai. His team has contributed every day on building brand identity, improving product ease of use and wins IF Award and Red Dot Award on a regular basis. He begins his career with architectural projects for the banking sector, then with product design in consultancies in a large variety of sectors: sport (for Salomon, Mavic, Julbo and Decathlon), architecture construction (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 an innovation cell 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 Brand Design Manager of b'Twin, one of the top passion brands of Decathlon group. 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.

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 Zobe 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 Hotels, 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 25 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.

JÜRGEN SALENBACHER

Diploma in Design and in Public Relations, Master in International Business Administration. Specialist in Strategic Marketing and Communication. Trainer for Creative Leadership in the Creative Economy, he is author of "Creative Personal Branding."

MARC SEGARRA TORRES

Mi célula creativa 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.

EDOARDO FANO

Graduated in Law in 1991 by Università degli Studi di Milano, Law Degree Homologat-ed 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). DIEGO IÑIGUEZ

Graduated in Philosophy at UNAM, México D.F and is a Freelance Visual Artist (photography, videography, installations and VJing). He has worked in Mexico, USA, Belgium and Spain doing Corporate Videos, Documentaries, Videoclips, Audio/ Visual Installations and Shortfilms.

JOANNA LAMBERT

BA (Hons) in Ecodesign in Goldsmith's University in London and MRes in Sustainability and Management 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

NICOLAS-EMMANUEL LEBLANC

With a background in both entrepreneurship and arts, his interests have been focused around the creative process and its applications. In Canada 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, customer 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.

ITZIAR POBES GAMARRA

Service designer and co-founder of We Question Our Project, she works mainly with local and regional governments in service projects with a digital twist. Currently studying an MBA in Service Innovation and Design at Laurea University of Applied Sciences in Finland. She holds a Postgraduate degree in Design Thinking and Innovation. Itziar promotes the field of public service design by hosting the Barcelona GovJam. And is a regular speaker at events such as Service Design in Government.

GREG RADZKI

Greg Radzki is a native from Poland and has worked and lived in various countries, including 15 years in the United Kingdom, 3 years in Colombia and nearly 10 years in Spain. Since 2011 Greg has lived and worked professionally in Spain working as a Business Communicator and a Personal and Business and Educational Coach. He has worked in corporate communication for the last 16 providing business communication services in such countries as England, Poland, Colombia, Spain. Greg is a founder of NGO 'YumaKids' and works there as a Communication Adviser dealing with projects in Colombia. Greg's bio-cultural background and focus on importance of communication has led him to carry out number of business projects internationally, adding recently Luxembourg to his experience. He received his master's degree in Science

Communication at Copernicus University (Poland), Postgraduate Diploma in European Business and IT at Christ Church University (England) and International Diploma in Personal and Executive Coaching (Spain) and finishing Diploma in Education from the Coaching Academy in London.

YANNA VOGIAZOU

Yanna is an independent design consultant for start-ups and large corporations focused on innovation projects. She has 10+ years of experience across various user experience/ Interaction design related roles in companies: Deutsche-Telekom, Samsung, Ubuntu and Hewlett Packard. She has designed service concepts and user experiences for mobile, tablet, web, TV, automotive and domestic appliances. Yanna applies a range of research methods to her practice, such as ethnographic research, concept validation techniques and co-creation workshops. Yanna holds a PhD in Human Computer Interaction from the Open University, UK. She taught Interaction Design at Goldsmiths College, University of London, UK.

INGRID FERRER

BA degree in Coaching and Personal Leadership by the University of Barcelona. Certified on Marketing by Kingston College and the Chartered Institute of marketing in London. Experience managing teams and projects in international companies such as Cable and Wireless Plc and Ricoh in London and Barcelona for 9 years. Worked as General Manager in the Foundation for the Emotional Education (FEM), where I was responsible for the first Emotional Gym in the Organizations with its first implementation in Deutsche Bank. Founder of "factor Oh! emoción en acción." Consultant, trainer and executive coach. Some customers I have collaborated with: Panasonic, Bayer, Asepeyo, B.Braun amongst others.

GEMMA IZQUIERDO

Law degree from the University of Barcelona. PDG and MBA from IESE Business School. Began her career in the banking sector. Director of Communication and Advertising at Banca Catalana (BBVA). Director of Business Division in multinational

company dedicated to strategic customer management solutions. Since 2002, consultant in areas related to business strategy. Finance, Business Model and Project Management teacher at IED and Business Development Project, at ESADE.

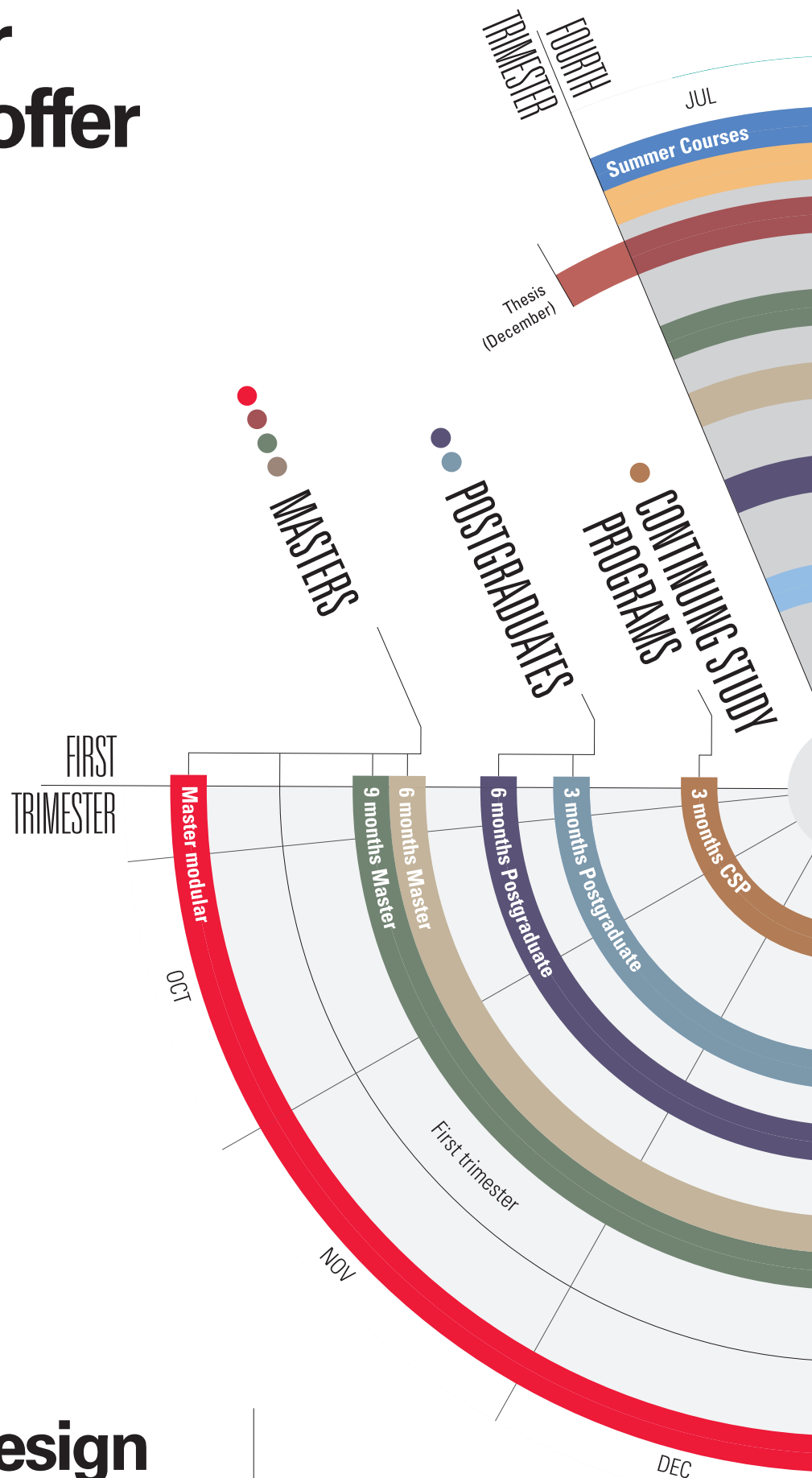
JEAN-PHILIPPE CHARLES

For the last 18 years, Jean-Philippe Charles has been a trainer / consultant in Cross-Cultural Management ("How to Manage Effectively Cultural Differences in Business and in the Workplace") Among his clients: Iberdrola, Endesa, Citigroup, La Caixa, Deutsche Bank, Mango, Solvay, Hewlett Packard, Roche, Henkel, BASF, Ferrovial, Sanofi... UAB, EAE, IQS, TBS, ESADE, IE, IESE... He taught cross-cultural trainings in 8 countries (Spain, France, Italy, Romania, Germany, Belgium, Scotland and Sweden) to trainees from 90 different countries. Before being a Cross-Cultural Management trainer, he held positions of Marketing Manager and Branch Manager with multinational companies in 3 countries.



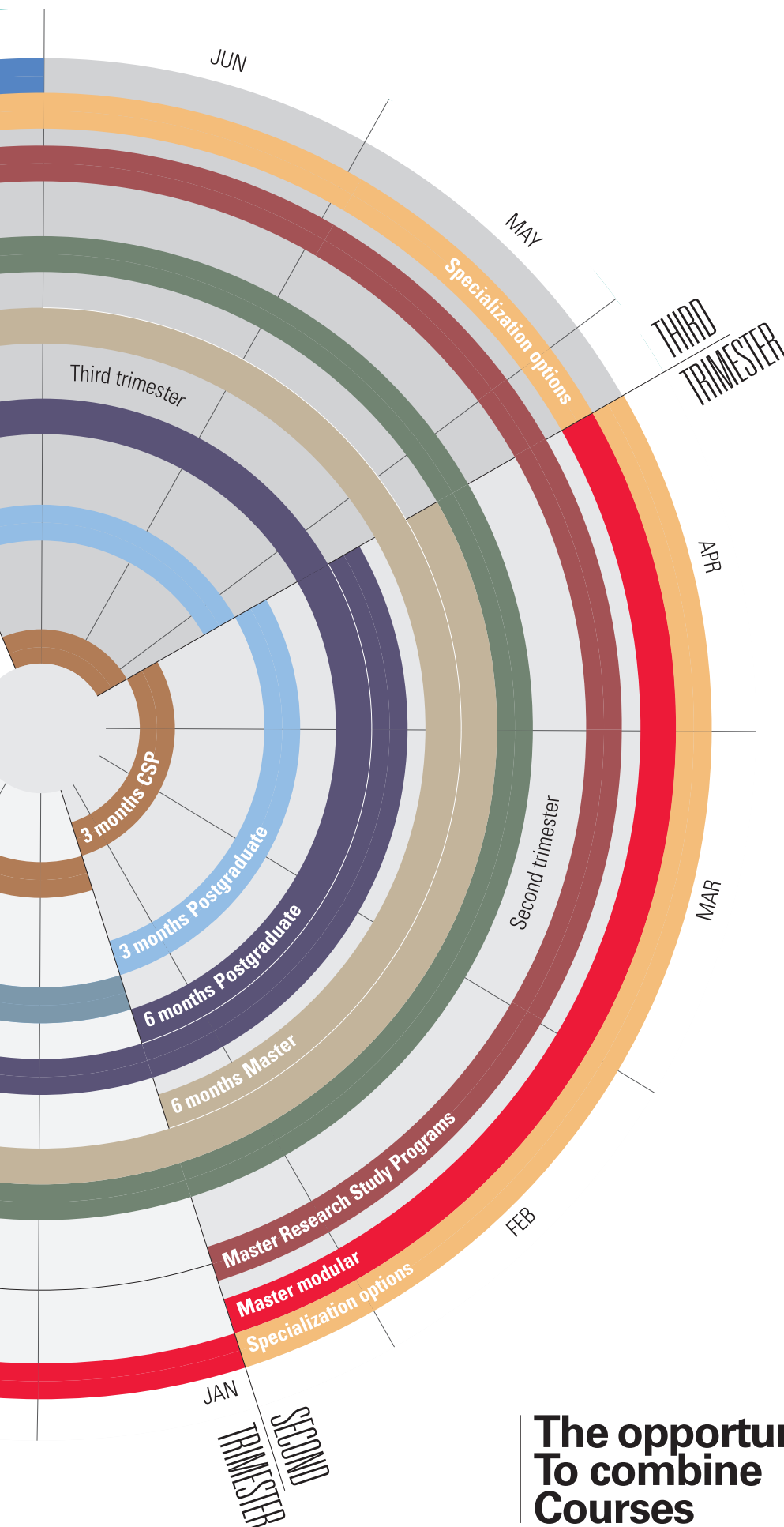
IED Master academic offer

At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.



#9

Design your own learning



**The opportunity
To combine
Courses**

● Masters

60 credits

Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

● Postgraduates

30 credits

An opportunity for all kinds of design professionals to become better qualified.

● Continuing Study Programs(CSP)

15 credits

These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

● Summer Courses

In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student's profile: Professional, Advanced and Introductory.

Our Partners

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.



Telefonica



ALSTOM



CAMPARI

PRONOVIAS
BARCELONA

GRATACÓS
BARCELONA 1940

TOUS



BENTELER



Lékué



TEDxBarcelona
x = independently organized TED event

PRIMAVERA
SOUND
BARCELONA

sónar



CASA
DECOR



SANTA & COLE

Artemide

Roca

CUSTO
BARCELONA

#10

Reebok

vitra.



Ferrari



W
HOTELS

PIQUADRO



UNITED COLORS
OF BENETTON.

Deigual



ARMAND BASI

MANGO



ling

Wallpaper*

VOGUE

INDITEX

VALENTINO



ERICSSON

Panasonic



LINE

IED barcelona has collaborated with more than 100 national and international companies and institutions



BARCELONA
BRIDAL
FASHION WEEK



PAEZ

PARK
Guiding design leaders

Ajuntament
de Barcelona

Generalitat de Catalunya
Departament d'Ensenyament

AMB Àrea Metropolitana
de Barcelona

Port de Barcelona

IED community services

#11

STUDENT CENTER

The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible

CAREER SERVICES

This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

PERSONAL COACHING

Possibility of personal and confidential assistance by an expert psychologist.

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: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

IED TOOLS

Exclusive tools for the IED Community.



School's students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school's computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®



All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint



School's students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.



Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

WGSN

The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

Vogue Italia Harper's Bazaar

Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

Material ConneXion'

The whole IED Community, from computers in the school, can freely access to Material Connexion, the world's leader database in material innovation.



The whole IED Community has an unlimited Gmail account.

General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.



#12

Fees

Enrolment fee:	4.000€
Tuition fee:	20.500€
Total:	24.500€

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.



Barcelona

Design University

C/ Biada, 11 · 08012 - Barcelona

T. + 34 93 238 58 89

contact@bcn.ied.es

iedbarcelona.es

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