

Study Programme:

Master of Arts Design & Innovation Management

Hybrid

Why study Master of Arts Design & Innovation Management?

The rapid development of digitalisation in every aspect of economy brings forth unprecedented production efficiency, attributing to dramatically increasing demands for new products with forefront design and ever-shorter product life cycles. With the booming demands, new product ideas, creative designs and innovations are wanted, which, in turns, need to be managed properly to ensure a sustainable flow of continuous creativity to keep product offerings in line with consumer expectations and market demand.

Under this trend, specialists with exclusive, interdisciplinary expertise in design and management are needed. Crucial in creating high value-added products and services for consumers, creativity and high-quality design and the resulted innovations are proven to be essential to corporate competitiveness and growth. High-qualified professionals with strong design competence and management skills are to fulfil the double function in companies and organisations to optimise innovation methods and processes while ensuring creative design quality for a sustainable growth.

The FOM Master's study programme "Design & Innovation Management" is developed to meet the market demand for specialised professionals capable of design and innovation management. The programme contents, combining the reputable management expertise of FOM University of Applied Sciences and the strength of design and innovation, integrate sound methodological

knowledge in the two subject areas as well as soft skills in view of personal development. Through practice-oriented modules, students are to acquire transfer competence to consolidate their practical competence in design and innovation management. A course of advanced business English rounds up the programme with an international perspective.

Graduates of the programme are able to identify and solve practice-relevant problems of design and innovation management and to conduct applied research projects independently, taking into account social, economic, technological and ethical factors. Successful completion of this programme paves the way to career opportunities in the management level in companies - especially international companies - of various industries and sectors, where the combination of design/innovation and management competence is needed.



Best Practice of Innovation Management Online and on Campus

This hybrid programme provides you with the flexibility to study first online worldwide from a place of your choice for one year before expanding your theoretical and practical horizon in the second year on campus in Essen, Germany.

Essen, centre of the Ruhr Region, heart of the eminent German industry with a distinguished tradition of industrial design, pioneering visions and an innovative modern economy. With the many powerful residing multinationals, strong SMEs and thriving start-ups, the city is among the most popular destinations for practice-oriented studies leading to ample career opportunities. Being home to the worldwide renowned creativity institutions like Folkwang Museum, Red Dot Award and Red Dot Design Museum, the city provides every innovative soul with endless inspirations. Both online and on campus, you will get to know the hands-on managerial expertise for creative processes in the country of ideas.



FOM University

FOM University was founded in 1991 at the initiative of the non-profit "Stiftung BildungsCentrum der Wirtschaft" (Foundation for the Centre of Education for Trade and Industry). With more than 50,000 students on 35 campuses in Germany, FOM is one of the largest universities in Europe. Focus of the university is to provide students with practice-oriented higher education to promote knowledge transfer between the university and business.

FOM works extensively with German companies of different scales and major international corporations. Its integral connections with over 10,000 cooperation partners across all sectors of the economy offer exclusive study opportunities to combine academic studies and professional improvement through unique learning experience. Parallel to the traditional on-campus study format, FOM expands its digital landscape through the innovative "Digital Live Study", offering worldwide accessible interactive lectures broadcast live from the state-of-the-art, multifunctional high-tech studios to provide students with maximum flexibility. FOM is where the transfer between theory and practice takes place – in both traditional and digital ways.

KEY FACTS

- ▶ **Language**
English
- ▶ **Time model**
Full-time (daytime)
- ▶ **Duration**
4 semesters including thesis
- ▶ **Place of study**
Hybrid:
Semesters 1 and 2: online
Semesters 3 and 4: on campus in Essen, Germany
- ▶ **Credit points**
120 ECTS
- ▶ **Fees**
Registration fee: 1,580 €, Tuition fee: 11,570 €, Examination fee: 350 €, **Total cost: 13,500 €**
- ▶ **Degree**
Master of Arts (M.A.)
- ▶ **Admission requirements**
 - University degree of 180 ECTS with:
at least 60 ECTS in business administration, and
at least 60 ECTS in design or related disciplines,
e.g. art*
 - English language proficiency B2

Note:

*If your university degree only covers one of the two mandatory subject fields, you can fulfil the admission requirements by completing a bridge course in the missing subject. Please refer to the information sheet "Bridge Courses for Self-Study".

CONTACT



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Bridge Courses for Self-Study

Business Administration / Engineering & Technology / Design

Preparation Courses for International Master's Programmes

Prior knowledge in a related subject field is often mandatory for attending a Master's programme. Our bridge courses for self-study provide you with the opportunity to acquire the necessary subject knowledge required for your chosen degree programme before the programme starts – regardless of your time zone and location.

The bridge courses are Moodle-based and free of charge for candidates of our international Master's programmes.

Bridge Course Business Administration

80 to 100 Hours of Self-Study

- Introduction to Business Administration
- Strategic Management
- Operating Functions and Value Chain
- Operational Accounting and Controlling
- Financial Management and Risk Management

Corresponding programmes:

- M.Sc. Industrial Engineering
- M.A. Design & Innovation Management

Bridge Course Engineering & Technology

80 to 100 Hours of Self-Study

- Introduction to Technology, Modelling & Engineering Science
- Mechanical Engineering, Product Design & Simulation
- Sensor and Embedded Systems, Signal Processing & Computer Networks
- Process Engineering, Production Systems, Automation processes & Digital Transformation
- Energy and Sustainability

Corresponding programmes:

- M.Sc. Industrial Engineering

Bridge Course Design

80 to 100 Hours of Self-Study

- Design Process
- Design Areas in the Company / Agencies
- Communication Tools for Brands and Corporate Communications
- Recognising the Relevance of Corporate Identity in Design Management
- Marketing Management and Consumer Behaviour

Corresponding programmes:

- M.A. Design & Innovation Management

Registration & Instructions

You fulfil nearly all entry requirements of your chosen Master's programme but just need to acquire necessary knowledge in a related subject field? Along with the confirmation to your programme registration, you will receive an automatic admission to a suitable bridge course. Your access to the course in Moodle will be activated immediately. In the course platform, you are going to follow the instructions in the course plan, study the provided readings on your own, and finish the given questions and exercises. Hints to answers are indicated in the end so that you can check your learning outcome. Online counselling sessions are available to help you clarify your questions. An online oral exam of 15 minutes with focus on practical problem-solving in the subject field concludes the course. Successful completion qualifies you for final admission to your chosen degree programme.

Online counselling sessions and oral exam require registration in advance. Up to two exam repetitions are allowed.

For more information, please contact the International Office: incomings@fom.de.