A·P·U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

Master of Arts in
Design
Innovation
Management

(N/214/7/0206)(05/26)(MQA/PA14558)

DE MONTFORT
UNIVERSITY
LEICESTER

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

DIGITAL
TRANSFORMATION
FOR IR4.0

5 STAR
EXCELLENT RATING
SETARA

Premier
Digital Tech
Institution™

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

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

Who Should Attend?

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

This programme will appeal to graduates who wish to:

⊙ Gain valuable insights into how design innovation management is expanding in complex and changing contemporary contexts, while applying the skills and knowledge through a diversity of projects.

⊙ Develop innovative and critical thinkers through the key areas of creative practice, business/management, and cultural research that come together in this curriculum.

⊙ Place an emphasis on strategic and socially engaged design and real-world projects with agencies, research and strategy organisations and not-for-profit organisations.
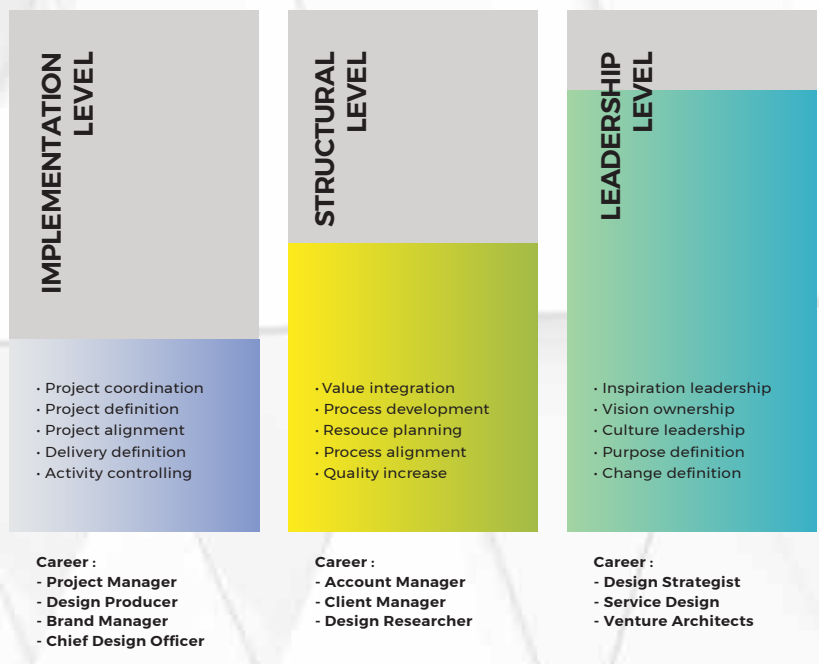
Skills Gain

01	02	03	04	05	06	07	08	09
Strategic Sighted	Cross-industry Experience	Fast and Furious	Optimistic	Curious	Willing to Change	Able to Manage Failure	Project Oriented	Business Case Oriented
Ability to inspire others with a clear vision	Mixed background in multiple industries (the best ideas emerge when different views collide)	Willingness to find short-cuts; done is better than perfect	Obstacles are just triggers for change	Willingness to deep dive into new domain	Willingess to take the first steps and to inspire others to follow	Ability to make others aware that the future is always uncertain	Project Management Skills in order to follow multiple innovation projects	Ability to work with a brieflist of assumptions

Diagram adopted from Board of Innovation.com

Programme Objectives / Learning Outcomes

This programme is specifically designed to:

⊙ Extend design innovation management programme to different organisations that consider design to be a strategic competitive force.

⊙ Meet the growing demand for advanced skills in design management and leadership in the various services and business.

⊙ Prepare graduates to meet the growing needs for management of advanced design technology and implementation of new management approaches.

IMPLEMENTATION LEVEL

· Project coordination
· Project definition
· Project alignment
· Delivery definition
· Activity controlling

Career :
- Project Manager
- Design Producer
- Brand Manager
- Chief Design Officer

STRUCTURAL LEVEL

· Value integration
· Process development
· Resouce planning
· Process alignment
· Quality increase

Career :
- Account Manager
- Client Manager
- Design Researcher

LEADERSHIP LEVEL

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

Career :
- Design Strategist
- Service Design
- Venture Architects

DESIRABILITY

DESIGN INNOVATION

FEASIBILITY

USABILITY

Programme and Module Details

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

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

Semester 1

- Design and Creative Industries
- Business Planning for Creative Entrepreneur
- Research Methodology
- Design Thinking

Semester 2

- Integrated Brand Management
- Future Media Innovation
- Service Design
- Project Feasibility Study

Semester 3

- Creative Futures Project

Elective (Choose 1 only):

- Intellectual Property
- Creative Sustainability
- Technology Management
- Design for Retail
- Managing Business Web Presence

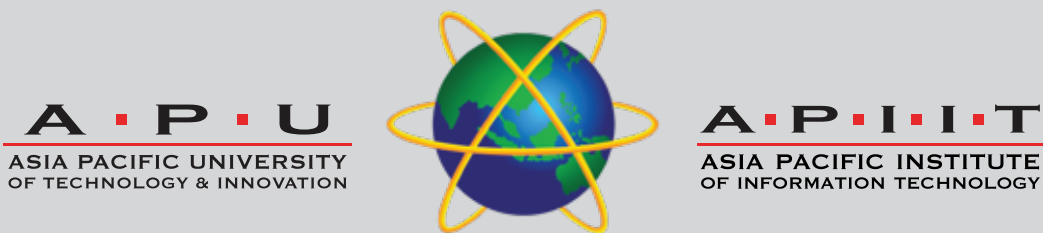| Course Duration:	· **Full time:** Minimum 1 year / Maximum 1 Year and 6 Months	**Part time:** Minimum 2 years 6 months / Maximum 3 years

Double your ADVANTAGE

DUAL DEGREE

APU-DMU Dual Degree Programme

- APU's partnership with De Montfort University (DMU), UK enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.

- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.

- Both degrees are recognised locally & internationally.

- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).

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