



## University of Europe for Applied Sciences (Innovation Hub) Innovation Design Management

### Study details

**Course type:** Master's degree

**Degree:** MA in Innovation Design Management

**Study mode:** Full time

**Duration:** 12/18 or 24 Month

### Cost of study

**Cost :** 12 000 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

### Intake/s

Mar/Sep

### Requirements

## Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**

Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German

- **CURRICULUM VITAE (CV)** (Dated & Signed)

- **COPY OF PASSPORT** (SCANNED)

- **MOTIVATION LETTER** (MIN 500 WORDS)

- **Applicants with a background in Art & Design**

are requested to submit a portfolio with up to 8 samples of their best and most recent work. In addition to the usual application documents such as proof of study, professional certificates and proof of English proficiency, applicants must also submit a paper\* with answers to four IDM-specific questions.

- **Applicants without a background in Art & Design**

are not requested to submit a portfolio with work samples. In addition to the usual application documents such as proof of study, professional certificates and proof of English proficiency, applicants must submit a paper\* with answers to four IDM-specific questions

- **LANGUAGE PROFICIENCY**

**English language certificate**

– IELTS 6.0 overall / B2 Level

– TOEFL iBT72

– TOEFL ITP (paper based) 543

– Pearson Test of English (Academic) 59

– Pearson Test of English (General) Level 1

– Cambridge English Advanced and Proficiency 169 overall

– Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160

- TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
- PASSWORD 6.0
- EF SET (50-minute Test) 60 (only for students applying with a MOI letter)
- Duolingo 105

## **Accommodation Speciality**

Students in the programme can choose their focus between **Innovation by Design** and **Innovation & Entrepreneurship** (Specialisation).

The distinction is made through two modules in the first semester:

- Innovation by Design: Strategic Branding and Atlas of Design
- Innovation & Entrepreneurship: Innovation Management and Atlas of Opportunity

## **Additional information**

## **Innovation Design Management at a glance**

Our master's programme, Innovation Design Management, sits at the crossroads of design and business, shaping individuals to thrive in complex, fast-paced environments. With an integrated approach merging design, business, and technology strategies, students engage in intense project activities alongside industry leaders and enterprises tackling these challenges daily.

As highlighted by Forrester Research (2021), innovation-driven organisations prioritise creating a culture of innovation and change, driving the demand for interdisciplinary talents proficient in innovation and creative problem-solving. The MA addressing this demand head-on, stands as one of today's most cutting-edge management programmes. According to the 2020 Job Outlook Survey by the National Association of Colleges and Employers (NACE), employers value attributes aligning with our programme's focus.

## **Design meets strategy**

Comprehensive developments through digitalisation, evolving marketplaces and changing consumer behaviour have created a new professional playing field between creative design, business strategy and IT processes. Innovation-oriented companies are increasingly seeking managers who understand how to utilise design as a driving factor for business decisions and to incorporate creative thinking and an artistic mindset into the business world – as strategic assets in generating innovation and sustainable consumer benefits, as well as in transforming a company's organisation and vision

## **Career options with a degree in Innovation Design Management**

More and more companies are understanding the substantial value that design can bring to them:

- Design creates meaningful products and better development processes
- Disruptive or radical innovations require new development processes
- Design gives a conceptual dimension to idea-finding and concept-development
- Design is a human-centered activity