

DESIGN MANAGEMENT, MPS

THE PROGRAM'S STRUCTURE

The Design Management program curriculum is designed to develop strategic management skills in five areas related to design management: operations management, financial management, marketing management, organization and human resource management, and management of innovation and change. Courses are relevant and offer active learning experiences that provide participants with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage and social innovation.

Offered at Pratt's West 14th Street campus in Manhattan, classes meet every other weekend for two full days. In addition, students attend class for a full week each at the beginning and in the middle of the program. This integrative experience provides the opportunity for several brief, intensive courses, including behavioral simulation and negotiating modules. These weeks allow students to establish and maintain relationships with other students in each class, which many participants in executive programs consider especially valuable. The program has five required semesters—fall, spring, summer, fall, spring. Each semester is divided into two terms and participants enroll in two courses per term, with the exception of semesters four and five. Courses are taken in order as listed in the program curriculum. Participants are required to complete 42 credits in order to receive the accredited academic degree Master of Professional Studies (MPS) in Design Management.

Course	Title	Credits
Semester 1		
DM-631	Leadership Behavioral Simulation	1
DM-632	Leadership and Team Building	2
DM-652	Design Management	2
DM-654	Strategic Technology: Issues and Challenges	2
DM-661	Financial Reporting & Analysis	2
Credits		9
Semester 2		
DM-622	Advertising and Promotion	2
DM-633	Managing Innovation and Change	2
DM-641	International Environment of Business	2
DM-651	Management Communications	2
Credits		8
Semester 3		
DM-634	Negotiating	1
DM-653	Design Operations Management	2
DM-656	Directed Research Advisement	1
DM-662	Money and Markets	2
DM-673	Capstone Planning: Advisement	1
Credits		7
Semester 4		
DM-621	Strategic Marketing	2
DM-642	Business Law	2
DM-643	Intellectual Property Law	1
DM-663	Financing Companies and New Ventures	2
DM-671	Managerial Decision Making	1

DM-674	Shaping the 21st Century: Integrative Capstone-Discover and Define	1
Credits		9
Semester 5		
DM-623	Building Entrepreneurial Courage	2
DM-644	Design Futures: Theory and Practice	2
DM-655	New Product Management and Development	2
DM-672	Business Strategy	2
DM-675	Shaping the 21st Century: Integrative Capstone-Design and Deliver	1
Credits		9
Total Credits		42

PARTICIPANTS COLLABORATE WITH FACULTY TO ACHIEVE THE FOLLOWING OUTCOMES

- Apply theory to practice to discover and define opportunities to bridge design and business
- Demonstrate the power of collaborative practice used to design and deliver innovative advantage in an organization
- Evidence the value of strategic design leadership and triple bottom line design
- Deepen reflective practice and professional development