



here,  
you will see  
the world  
through  
different eyes

Programme EID

# MSc International Business & Management for Design

Awarded by The University of Salford,  
University of Salford, Greater Manchester, United Kingdom



... Become an international design manager

## Course Philosophy

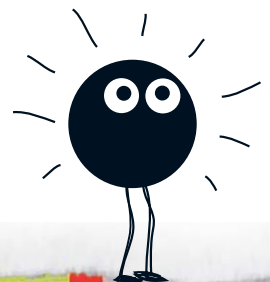
Design Management is the process by which design applications are identified, implemented, maintained and evaluated. The course focuses on the strategic management of Design within the broader parameters of Organisational and Marketing strategy. It addresses the needs of industry; both professionals and organisations involved in the commissioning and coordinating of design and individuals working in management roles within Design Consultancy.

In recent years Design Management has become a recognised discipline both professionally and academically. The majority of major companies realise the value of Design to their businesses and most now have Design Management departments and Design Managers reporting to senior levels within the organisation.

This full-time option is geared to the needs of both recent Graduates and overseas students. It provides a concentrated period of study with a thorough grounding in Business and Marketing theory in an international context.

## Key benefits

- Understand, analyse, evaluate and implement design in a systematic and strategic manner
- Deal with complex issues involving Design, Business and Management both systematically and creatively
- Strong international perspective
- Programme delivered in France
- Business and management content tailored to the needs of designers
- All teaching and assessment is in English



> EID (equivalent to International School of Design), ESCT (equivalent to Post Graduate School of Commerce and Technology) are part of the Euromed Management group.

## Career Prospects

Successful graduates are expected to play a leading role in international Industry. Working within manufacturing, retail, services, branding etc. as Design Managers or within companies acting as consultants in areas such as: Corporate Identity, Corporate Communication, Branding, Graphics (Print, Packaging, POS, etc.) Product, Multimedia, New Media, Interiors, Exhibition etc. The course will also be of relevance to certain individuals within the fashion industry.

## Course Structure

The course requires full-time attendance and comprises 2 taught semesters of 12 weeks each and one 15 week semester for the project. Assessment hand ins and examinations usually occurring four weeks after the final taught session. Students undertake 4 modules in each of the first two semesters and complete a dissertation in Semester 3.

The Diploma comprises 8 (credit rating 15) modules.

The Masters Programme comprises the taught Diploma plus a subsequent project equivalent to 4 modules (credit rating 60).

A 15 credit module represents approximately 30 taught hours and 120 hours learning time.

## Programme content

The PgDip has eight core modules in Design Management:

- International Marketing for Design
- International Design Industry
- Design Project Management
- Research Methods
- Design and Brand Strategy
- Strategic Management and Organisational Behaviour
- Design Contexts and Consumer Culture
- Professional, Financial and Legal Issues in Design

Two optional electives:

- Research methods for the creative industries
- Creativity and Innovation

Students who pass at the required level will be able to progress to the full Master's award on completion of a dissertation.

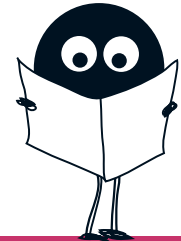
[www.eid-design.com](http://www.eid-design.com)

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## Assessment

The majority of assessment is by individual project with some team and presentation assessments.



## Details

Programme Title: MSc/PgDip: International Business and Management For Design.

Duration:

MSc: one year, full-time

- PgDip: eight months, full-time, 2 taught 12 week terms

- Masters: An additional 15 weeks

Start month: September

### Admission

The programme is pre-dominantly designed to be relevant to recently graduated design trained applicants wishing to enhance their career prospects. Applications from students with business and marketing backgrounds will be considered.

### Entry requirements

- A good honours degree in a relevant design discipline, such as communication, graphics, industrial or environmental/spatial design
- Alternative qualifications and/or significant experience may be accepted, subject to approval through a process of Accreditation of Prior Learning (APL)
- International students must provide evidence of proficiency in English - IELTS 6.5 band score or a score of TOEFL at 575 or above (232 computer based) with a TWE of 4.0 or above are proof of this
- If your current English language qualification is below this level, you may be able to take a pre-sessional English course

### Fees

European & International students: € 7,100

### Contact

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