Master’s Degree in Advanced Design Management, Strategy and Entrepreneurship
Course Leaders

JORGE RODRIGUEZ NIETO
Programme Director

Publicist, specialised in Corporate Communications from UJTL in Bogotá, BA in Fine Arts, specialised in New Media and Administration from Universidad de los Andes, and Postgraduate in Cultural Management specialised in Cultural Industries from the University of Barcelona. He has also studied at the Universidad del Rosario, Westminster University, and Birbeck College in London.

Professor Rodriguez has worked as producer for HBO-Olé Time-Warner Group, carrying out ethnographic research for TV specials. He has worked as director of the Artehoy Foundation, and the Bogotá Photography Biennial from 1999 to 2004. He is associate member and cofounder of ABAC in Barcelona, where he conducts cultural and consumer research, partner at Algo Bueno Studio S.L. where he has worked on projects for SEAT, Anchor Bay, Sony Pictures Entertainment and Starz Media in California amongst others. As a consultant, Mr. Rodriguez has specialised in topics related to cultural consumption and has been advisor for the Colombian Institute of Family Welfare, the Colombian Ministry of Foreign Affairs, the Colombian Ministry of Commerce and Presidential Programs and private companies and social organisations. In the academic field, he has been associate professor at the Faculty of Arts of the Universidad Nacional de Colombia and has collaborated with the European University Business School and Rotterdam Business School. Professor Rodriguez is currently director for Elisava’s Master’s Degree in Research for Design and Innovation (MaRDI) and Managing Partner at Design Thinkers Group Spain.

DANIEL ZENTGRAF
Academic Activities Coordinator

Mr Zentgraf is trained in Business Administration and Management (ASET Barcelona and Schweizer Schule Barcelona) and Fine Arts (Kunstschule Rödel) in Mannheim, Germany. He has developed a considerable experience in tasks related to organization and management of projects and events, as well as the design of curricular programmes and trainings at company level. He has a broad experience in the administrative field and customer service, mainly in the education, audiovisual and tourism sector. Co founder and partner at PhotoCircuits and Algo Bueno Studio S.L. in Barcelona, where he has coordinated cultural and consumption research projects and participates in the projects for clients such as SEAT, Anchor Bay, Entertainment and Starz Media at Sony Pictures. Mr. Zentgraf is currently Academic Activities Coordinator for Elisava’s Master’s Degree in Research for Design and Innovation (MaRDI) and is presently a partner at Design Thinkers Group Spain.

SAULIUS BUIVYS
International RBS Programme Coordinator

Head lecturer/Researcher at Rotterdam Business School (RBS), Netherlands and visiting lecturer at NEOMA Business School, Rouen, France. Currently he is a member of the Research Centre for Entrepreneurship & Business Innovation at Rotterdam University of Applied Sciences and a PhD candidate at Nyenrode Business University, Netherlands investigating CSR in SMEs. Mr. Buivys holds MSc degree in Economics from A. Stulginsikis University in Lithuanian and followed Postgraduate Studies in European Affairs at University of Southern Denmark.

MASTER’S DEGREE IN ADVANCED DESIGN MANAGEMENT, STRATEGY AND ENTREPRENEURSHIP

Start date
September 2019

ECTS Credits
60

Duration
400 class hours

Language
English

Qualification
Master’s Degree in Advanced Design Management, Strategy and Entrepreneurship, degree awarded by Pompeu Fabra University (UPF).

Schedule
Seminars, modules and theme specific events are held on fixed dates along the year. Assessments and some lectures will be available on Thursdays and Fridays.

Field Trip
Three modules of the program are held in a European city. Travel expenses are not included in the tuition. More information in the details of the programme.
Presentation

This course has been designed by the Design, Strategy and Management team at Elisava and is being executed in collaboration with Rotterdam Business School.

Design is more and more perceived as a complex management transversal activity in which user/consumers needs, market dynamics, and business strategies meet. In the same way, management methodologies known as design management, has not been able to adapt itself to the changeable and dynamic flow of current markets and entrepreneurial spirits.

The necessity of planning and creating new patterns, demands a rupture with rigid structures and a tackling of more organic methodologies, adaptable to changeable times and to new societies and emerging markets. This new planning must be focused on strategy and entrepreneurship with new preconceptions as project development models for creative and business professionals and as a model for more creative companies.

This program is based on a Learning By Doing methodology and works with the real entrepreneurial projects that will be developed during the first month of classes by participants. Participants can bring their own business projects or find a partnership among their classmates. The goal is to complete the masters with an investment-ready project.

Aimed at


Objectives

This programme has the main goal of providing participants with the necessary tools and environments in order to navigate a new exchange dynamics, for the production and distribution of products and services.

It aims to generate interdisciplinary synergies, that provide participants with knowledge for developing new projects and for optimising those that already exist.

The programme will train in the knowledge and application of design management working methodologies that are adapted to the new business, social, and geographic scenarios of today’s world. It provides participants with a wide knowledge of the strategies and the several ways of approaching creative entrepreneurship from the perspective of Strategy and Management.

Admission requirements

• High level of English in speaking, writing and reading.
• Portfolio of projects and/or entrepreneurship in which the candidate has participated.
• Business idea or intention to partner to develop the Master’s project.
• Application letter where the entrepreneurial profile is presented

Competences

• Entrepreneurship skills and competences.
• Strategic competences for the start and development of business ideas.
• Competences of business models development.
• Development and implementation of business ideas for creative and non-creative industries.
• Project management.
• Administrative competences to run a business.
• Financial competences to make decisions and invest in business ideas.
• Business networking.
• Public speaking.
• Development of intrapreneurship skills.
• Design and prototyping of digital services and products, e-commerce and retail.
Structure

MaDE has an unconventional structure that offers both the flexibility and support to today’s entrepreneur’s needs. Four of the modules happen in Barcelona and three of them in Rotterdam and a combination of on-site and online seminars provide permanent support to the work of participants. Professors from Elisava and RBS together with guest lecturers and mentor help entrepreneurs navigate both creative and business challenges.

Three modules of the program are held in Rotterdam and four modules are held in Barcelona. Students will travel and stay in Rotterdam for at least a week three times in the year. Travel expenses are not included in Tuition. Average accommodation per week at Rotterdam Business School residence is around 260 €.

The Programme consists of the following modules.

**BUSINESS MINDSETS**

**BARCELONA**

Each year and for a whole week we explore new possibilities to approach and do business in innovative ways. Applying new perspectives and mindsets to existing businesses or creating new opportunities from them. The role that innovation has played in recent years in the transformation of business has led us to explore Business Sustainability, Blue Oceans, Agile Methodologies, New segments at the bottom of the pyramid, new capitals in the form of information and data and an infinite network of relationships and perspectives with our value chain.

Lectures and workshops on
Collective Intelligence, Universal Consumer and Universal Design, Urban/Local Ethnography, Neuromarketing, Storytelling, User Journeys, Prosumers and Social Media and other related topics.

**BUSINESS MODELS & STRATEGIES**

**ROTTERDAM**

A business model defines how an organization interacts with its environment to define a unique strategy, attract the resources and build the capabilities required to execute the strategy and create Value for all stakeholders.

Lectures and workshops on Sustainable Business Practices, Branding and Storytelling, Value Proposition Design, Internal Company Journeys, etc.

**FINANCE AND MANAGEMENT**


**SERVICE DESIGN AND INNOVATION SDW**

**BARCELONA**


**CONTEMPORARY COMMERCE**

**ROTTERDAM**

Commerce has evolved from the traditional physical space into many constant opportunities in phisical digital and social interactions. Forward-thinking digital brands open physical stores and traditional retailers set their sights on digital experiences, it’s time for all companies to think about the link between commerce and customer experience design and implementation. It's time to synchronize the digital and physical worlds, into one single experience.

Lectures and workshops on

**DESIGN THINKING WEEK**

Our traditional DTWeek (6th edition in 2018) brings together both innovation and entrepreneurship talents to boost the innovation in all our entrepreneurial projects. In collaboration with DesignThinkers Group Global.

Lectures and workshops on

**BUSINESS PLAN WEEK**

Our immersion into the details of a bankable business plan and its many formats and platforms.

Lectures and workshops on

**TRENDSLAB**

**BARCELONA**

Consumer Behaviour and Trends

Each year and for a whole week we explore new possibilities to approach and do business in innovative ways. Applying new perspectives and mindsets to existing businesses or creating new opportunities from them. The role that innovation has played in recent years in the transformation of business has led us to explore Business Sustainability, Blue Oceans, Agile Methodologies, New segments at the bottom of the pyramid, new capitals in the form of information and data and an infinite network of relationships and perspectives with our value chain.

Lectures and workshops on
Collective Intelligence, Universal Consumer and Universal Design, Urban/Local Ethnography, Neuromarketing, Storytelling, User Journeys, Prosumers and Social Media and other related topics.
Open seminars and events
Special talks, guest lecturer series and masterclasses on business and creativity and business design will be available to a limited number of participants across the year.

Mentors and coaches
Entrepreneurs, businessmen and top executives have the opportunity to follow and mentor projects and eventually join as partners or investors.

Elisava/RBS Alumni Entrepreneurs Club
A group of our more successful alumni that share stories and experience about their studios, projects and companies with students and professors. Elisava Startup Incubator at Barcelona Activa.

Practice Based Learning Programme

Startup immersion
Participants of the program willing to join a startup to learn-by-doing while in the program are welcome to do so. A limited list of startups open to short immersions will be available along the year. This immersion can last up to 2 months and the purpose is to support and observe the daily work for practical learning.

Pop-up Biz
Participants of MaDE should complete at least two practical pop-up business initiatives during the year. These initiatives can be linked to the main projects or in collaboration and they should achieve engagement and financial objectives.
Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).