



Master's Degree in Advanced Design Management, Strategy and Entrepreneurship

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

Start date
September

ECTS Credits
60

Duration
400 class hours

Language
English

Qualification
Master's Degree in Advanced Design Management, Strategy and Entrepreneurship, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule
Tuesday, Thursday
and Friday late afternoon.

Field Trip
Two modules of the program are partially held in a European city different from Barcelona. Travel expenses are not included in the tuition. More information in the details of the program.

Course Leader

ENRIC BAYÓ

Enric Bayó studied Industrial Engineering at the Universitat Politècnica de Catalunya (UPC) and an MBA at ESADE, in addition to two Executive Education programmes on Project Management and Innovation at IESE.

His entire professional career has been focused on helping to conceptualize, develop and implement new innovative initiatives and transform organizations. In this sense, his purpose is to help people and organizations to design a better future for the next generations.

He currently works as Head of Innovation Management at ACCIÓ –Agència per la Competitivitat de l'Empresa de la Generalitat de Catalunya–, where he helps companies to build or consolidate their own innovation model to respond to an accelerated future. Also, he combines his work activity with teaching at various universities and business schools. He is co-author of the guide "*How to become an innovative company*".

Aimed at

Entrepreneurs, Intrapreneurs, Independent Professionals, Creative Industries Professionals, Business Professionals, Designers, Managers, Social Entrepreneurs, Startup Leaders and Commerce-oriented Enthusiasts.

Presentation

The MaDE Master's degree will provide you with the knowledge, skills and tools to be a lifelong entrepreneur in a dynamic and uncertain environment. You will be able to identify, discover, design and implement relevant answers to changes in an efficient, agile and responsible way.

We are living in an era of permanent change. Today, competitiveness means to have the ability to adapt or reinvent before becoming obsolete. This new context requires a new type of professional who can combine design and business. People prepared to identify opportunities and transform them into desirable, feasible and viable solutions in the right moment.

This Master's degree will provide you with the knowledge and tools to gain awareness, design solutions and implement strategies while developing an entrepreneurial project.

Learn-by doing methodology

"Tell me and I forget; teach me and I may remember; involve me and I will learn." - Benjamin Franklin

This program is based on a "Learning by Doing" methodology. During the first three months, you will work with real business cases that will help you to consolidate the required knowledge and skills to be prepared to start your project. During the next six months, you will develop a real entrepreneurial and investment-ready project in a team.

Entrepreneurial mindset

"The true entrepreneur is a doer, not a dreamer." - Nolan Bushnell

The MaDE Master's degree will enhance not only your ability to ask the right questions and ideate creative solutions, but also your capacity to design and commercialize innovative projects in an agile and efficient way.

Team and collaboration

"Alone we can do so little; together we can do so much." - Helen Keller

This Master enhances the synergy of teamwork. You are forced to work within a team to develop your leadership and collaborative skills while benefiting from different backgrounds and expertise. Innovation is a team sport.

New horizons, new perspectives

“Get out of the building.” – Steve Blank

Several field trips will be made in collaboration with different universities in Europe. The aim is to provide you with a widening view of “ways of thinking” and “ways of doing” as well as promote team building and networking.

- **Rotterdam Business School.** A one-week program will take place in the Netherlands where you will be provided intensive knowledge about business models.
- **Kaospilot (TBC).** A one-week program will take place in Denmark, where this hybrid business-&-design school will provide you with an immersive experience with lectures and visits to explore the Aarhus’ innovation ecosystem.
- **EADA.** A one-week program will take place in the EADA’s campus located in Barcelona, where you will be trained about finance.

Objectives

- Train responsive entrepreneurs to lead responsible change in uncertain, complex and fast-paced environments.
- Develop critical thinking and problem-solving skills to navigate in uncertainty and to define coherent business strategies.
- Understand how to apply design management to the new business, social, and geographic scenarios and challenges from a creative and entrepreneurial approach.
- Provide the necessary knowledge, skills and tools to transform relevant problems or opportunities into solutions that add value to the clients/users, company and society.
- Understand how to design, validate and implement desirable, feasible and viable products and/or services embedded in sustainable business models.
- Develop team and people management skills to undertake projects with a high level of risk and uncertainty.

Admission requirements

- High level of English in speaking, writing and reading.
- Portfolio of projects and/or entrepreneurship in which the candidate has participated.
- Application letter where entrepreneurial motivation and/or experience is presented.

Competences

- Entrepreneurship/intrapreneurship
- Design management
- Change management
- Critical thinking
- Strategic capabilities for starting, developing and running new businesses
- Experiment and validate assumptions
- Business modelling
- Financial abilities to make decisions and invest in business initiatives
- Business networking
- Productive teamwork
- Public speaking and presentation
- Agile Project Management skills

Structure

MaDE has an unconventional structure that offers both the flexibility and support for today’s entrepreneur’s needs. It combines on-site and online seminars providing permanent support to your work and project. Professors and guest lecturers will help you to reach your challenges. Field trips will provide you with different perspectives to develop critical and creative thinking.

The Master’s Degree in Advanced Design Management, Strategy and Entrepreneurship (MaDE) is structured in six modules:

MODULE 1

GLOBAL OVERVIEW

(October, November & December)

The main objective of the first module is to introduce you all the concepts that are going to be developed during the whole Master and to understand how the current changing environment offers multiple windows of opportunities. At the end of this module, you will have to create a team and decide the challenge you will focus on during the next months.

MODULE 2

CONCEPTUALIZATION

(January)

During this module, you will be trained in different creative tools and design methodologies to generate ideas/concepts to your challenge and validate their desirability.

MODULE 3

BUSINESS MODEL DESIGN

(February)

The main objective is to understand how to construct a viable and scalable business model. You will learn how to combine the different existing business model patterns to design a solid business model.

MODULE 4

VALIDATION THROUGH EXPERIMENTATION

(March)

During this module, you will learn how to validate or invalidate your assumptions to make the right decisions while reducing risk and uncertainty. You will learn how to identify the critical hypothesis to test, how to design the right experiments and how to extract relevant validated learnings about the desirability, feasibility and viability of your business model.

MODULE 5

GO TO MARKET

(April & May)

The main objectives of this module are to understand how to scale and commercialize your solution in the market while delivering a great experience to customers/users. Furthermore, you will acquire the essential financial abilities to deal and convince potential investors to get the needed funding.

MODULE 6

BUSINESS PLAN

(June)

During this module, you will summarize all the teamwork done in a business plan prepared to present in a final pitch to potential investors.

Build the world you want to live in.
Design your own professional career.
Be a lifelong entrepreneur.
Be MaDE.

MORE INFORMATION

→ elisava.net

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).