



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

The two field trips are mandatory. Travel expenses are not included in the tuition.

Course Leader

ENRIC BAYÓ

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

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

He currently works as Manager of Innovation and Business Model 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. 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 and managers.

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 master, you will learn by developing three different projects.

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 will 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

You will experience two field trips (Berlin and Aarhus). A field trip consists of two 4-day trips to give you a broader view of “ways of thinking” and “ways of doing” and promote self-awareness, teamwork, and networking. These field trips are organized jointly with Kaospilot*.

*Kaospilot is one of the world’s top design schools (BusinessWeek) and a world-leading business school (Fast Company). Kaospilot has operated at the intersection of design and business for many years, applying design principles to the business and social realms.

Course aims

- + Train responsive entrepreneurs able to lead responsible change in uncertain, complex, and fast-paced environments.
- + Develop critical thinking and problem-solving skills to navigate uncertainty and define coherent business strategies.
- + Understand how to apply design management to new business and social 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 high risk and uncertainty.

Admission requirements

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

Competences

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

Structure

MaDE’s unconventional structure offers flexibility and support for today’s entrepreneur 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 into six modules:

MODULE DISCOVERY

The main objective of the first module is to provide you with the tools and methodologies required to understand how the market is changing and identify new opportunities.

MODULE CONCEPTUALIZATION

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

MODULE BUSINESS MODEL DESIGN

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

MODULE VALIDATION THROUGH EXPERIMENTATION

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

MODULE GO TO MARKET

The main objective of this module is 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 with and convince potential investors to get the needed funding.

MODULE BUSINESS CASE

During this module, you will learn how to write a business case and present it in the right way to earn the support of decision-makers (the Board or investors).

Partner organization

[NOBA VENTURES](#)

The Business Prototyping Company

NOBA

Build the world you want to live in.
Design your own professional career.
Be a lifelong business designer.
Be Elisava Executive.

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).