



Master's Degree in Research for Design and Innovation

MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

Start date

September and March

ECTS Credits

60

Language

English

Qualification

Master's Degree in Research for Design and Innovation, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule

Tuesday, Thursday and Friday, late afternoon

Field Trips

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 programmes on Project Management and Innovation at IESE.

His 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 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

All professionals interested in helping organizations to increase their capacity to identify relevant opportunities and insights and to manage innovation in complex and uncertain environments.

Creative professionals interested in complementing their professional training with research and innovation tools.

Management people interested in exploring and creating new business and collaboration schemes.

Engineers, technologists, and technicians interested in developing creation and innovation skills.

Presentation

We live in an increasingly uncertain and complex world, where the only constant is change. In this environment, the competitiveness of any organization depends on being strategically prepared to change at the right time. In other words, to adapt or transform before becoming obsolete or to be able to thrive in any unpredictable future.

Organizations faced with this new context need a new type of professional who knows how to connect the exploitation of the current core business with the exploration of future new business. They need a new professional who can identify new opportunities and transform them into new solutions that provide value in a sustainable and systematic way.

This master's will provide you with the knowledge, skills, and tools to be an agent of change within any organization, capable of leading, defining, and managing innovation with a human-centered approach.

The Master's in Research for Design and Innovation is divided into two distinct parts:

+ Research, Trends, and Future

Scenarios: focused on the application of ethnographic techniques, the identification of trends, and the design of futures scenarios.

+ Innovation: focused on understanding how to build the appropriate innovation model, and applying the right methodologies to systematically identify relevant challenges and transform them into new solutions that add value.

Learn-by doing methodology

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

This programme is based on a "Learning by Doing" methodology. Real projects will be developed in both parts. The projects in the first part will focus on identifying trends and designing future scenarios with the collaboration of Elisava Research. During the second part, the project will focus on improving or accelerating the innovation capacity of an established company.

Research and innovative mindset

“Innovation distinguishes between a leader and a follower.” – Steve Jobs

“Research is to see what everybody else has seen, and to think what nobody else has thought” – Albert Szent-Gyorgi

There is no good strategy or business model without the right people. Having a research and innovative mindset is critical if you want to stay relevant in the current fast-changing environment.

Team and collaboration

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

Innovation is a team sport. 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.

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 a 4-day trip 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 resilient professionals capable of leading responsible change and innovation in uncertain, complex, and fast-paced environments.
- + Train consultants with the capacity to research, create and participate in innovation and strategy processes.
- + Develop critical thinking and problem-solving skills to navigate uncertainty and develop appropriate innovation strategies.
- + Understand how to apply design management methodologies to new business and social challenges with a human-centered approach.
- + Provide the tools, skills, and knowledge necessary to transform relevant problems or opportunities into solutions that add value to customers/ users, businesses, and society.
- + Develop team and people management skills in changing environments.
- + To offer a space for interaction with other agents of innovation processes to work in multidisciplinary teams.

Admission requirements

- + High level of English in speaking, writing, and reading.
- + Portfolio of projects and/or initiatives in which the candidate has participated.
- + Motivation letter.

Competences

- + Ability to lead and manage the innovation model of any organization.
- + Ability to apply research techniques.
- + Ability to identify signals and trends and design future scenarios.
- + Empathy, human-centered design processes, and creative thinking.
- + Ability to apply different innovation techniques and methodologies to develop new products, processes, services, and business models.
- + Knowledge of applying the appropriate methods for building and managing high-performance teams to lead and manage change in any organization.
- + Ability to formulate and adequately communicate new initiatives and proposals for change or transformation to the main stakeholders of the organization.
- + Analyze the innovation maturity level of an organization to identify its strengths and weaknesses and recommend improvement actions.
- + Critical thinking.
- + Public speaking and presentations.

Syllabus

The Master's in Research for Design and Innovation is structured into 3 different types of modules: transversal modules, research-specific modules, and innovation-specific modules.

TRANSVERSAL MODULES

Module BUSINESS DESIGN

Oriented to acquire and understand the tools and methodologies and develop soft skills required to become a business designer.

Module CRITICAL ESSAYS

Addressed to apply critical thinking through debates and analysis of articles and content about future societal challenges.

Module FINAL PROJECT

Application of the different knowledge, tools and methodologies to specific projects. The first one focused on identifying trends and designing future scenarios. The second one focused on improving or accelerating the innovation capacity of an established company.

RESEARCH-SPECIFIC MODULES

Module QUALITATIVE RESEARCH

Learn and apply methods and tools from sociology, anthropology, market research, and semiotics to discover new insights.

Module TRENDS ANALYSIS

Identify the most relevant trends and analyze their effects and implications. Good trend analysis helps understand how users' needs, behavior, and expectations will evolve.

Module FUTURE SCENARIOS

Discover different tools and methodologies for designing future scenarios. In collaboration with ELISAVA RESEARCH, students will learn how to apply different tools and methodologies during the Strategic Futures Lab.

Module URBAN IMMERSION

Discover the innovation ecosystem of Europe's two most innovative ecosystems cities: Barcelona and Berlin.

INNOVATION-SPECIFIC MODULES

Module DESIGN THINKING

Apply design thinking to solve complex problems from a human-centric perspective through the following principles: empathy, critical thinking, ideation, experimentation, collaboration, and action.

Module SERVICE DESIGN

Learn how to design services that develop meaningful interactions between people and organizations and create great experiences for customers/users in any given context.

Module CO-CREATION

Discover how to create new value by collaborating with different stakeholders and ecosystem members.

Module INNOVATION SEMINARS

Learn how established companies, start-ups, and design and innovation consultancies innovate from their managers.

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).