

MASTER'S DEGREE IN STRATEGIC DESIGN IN COMPLEXITY

Start date
September

ECTS Credits
60

Course Duration
400 hours

Language
English

Degree
Master's Degree in Strategic Design in Complexity, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule
Tuesday, Thursday and Friday.
From 5 pm to 9.15 pm.

Course Leader

CHRISTER WINDELØV-LIDZÉLIUS

Christer Windeløv-Lidzélius is the director of Kaospilot, a professor at the Saint Paul Business School in Brazil and associate professor at the University of Arts of Stockholm. He has over 20 years' experience in the areas of strategy, education, leadership and entrepreneurial initiative, among others.

→ www.linkedin.com/in/lidzelius/

ENRIC BAYÓ

Director of the Masters and Postgraduates Executive

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*".

Presentation

Design has found a place in practically all aspects of life in society, and is no longer exclusively limited to areas related to crafts, art and architecture. In keeping with this trend, strategic planning, and its application, has begun to form part of the world of design, pushing forwards new hybrids and theories that cover areas like innovation, inclusive design, corporate design and strategic design, but also in areas like leadership, sustainability, systemic thinking, and company change and development, among others. As the world becomes increasingly VUCA (Volatile, Uncertain, Complex and Ambiguous), areas such as strategy design and the role of strategy in design are taking on increasing importance. This new master's programme responds to the context of society's growing complexity and the need for a systemic approach to problem-solving. This programme, therefore, aims to prepare a new generation of professionals by not only boosting their entrepreneurial skills, but also providing them with the design capacities they need to transform their initiatives based on the needs of the 21st century, which include anything from environmental issues to ethical ones.

The Master's Degree in Strategic Design in Complexity combines design disciplines with other social sciences applied in response to the challenges of our time. It aims to increase graduates' problem-solving capacities, in the business sphere and in any kind of organisational or community-based setting. With these contexts in mind, this programme promotes ethnographic and anthropological research, ideation and prototyping to devise new approaches in the field of entrepreneurial and social innovation. Students will gain critical skills based on design, while developing sophisticated perspectives on management and organisational strategy, financial and environmental sustainability, entrepreneurial spirit and ethical leadership.

This master's is the fruit of a collaboration between Elisava and Kaospilot, one of the world's top design schools (BusinessWeek) and a world-leading business school (Fast Company), according to a number of different media. Kaospilot has operated at the intersection of design and business for many years, making a name for itself through the application of design principles in business and social areas.

Course aims

The master's programme provides students with the knowledge, skills and attitudes needed to compete in the global market as innovative designers, specialised strategic designers and business developers.

In this regard, the programme introduces students to ways of thinking and doing within the area of strategic design, allowing them to learn from the latest research so they can develop their own practice, following systemic changes and addressing both critical business issues and a diverse range of social challenges. The themes we will be covering include planning and strategic thinking, complexity, future studies, learning scenarios, innovation, the market, business models, sustainability, leadership, organisation, understanding problems, human behaviour and systemic thinking.

The master's is designed to achieve the following goals:

- + To provide knowledge, methodologies and skills for approaching projects from a strategic design perspective.
- + To give an understanding of the disciplines of design and strategy, how they develop and interact.
- + To show students how to analyse trends and translate them into actionable ideas.
- + To understand the complexity of the challenges and developments found in systems.
- + To construct problem formulations and research designs.
- + To apply different methodologies in the construction of prototypes and propositions.
- + To create value propositions, models and strategies.

Competences

- + An understanding of what is implied in the design practice, in particular, strategic design, as well as the advantages and challenges a design-focused approach entails for organisations, businesses and social development.
- + An ability to apply strategic design methods and tools as an approach to describing and analysing problems in complex scenarios.
- + A knowledge of the methods for generating ideas, concept development and team building.
- + An ability to formulate and communicate strategic design-based business plans to stakeholders, within one's own organisation or to communities.
- + An understanding and appreciation of different forms of leadership and their impact on strategic design.
- + An ability to analyse space for a strategic design based on market dynamics and a company's value proposition.
- + An ability to describe innovation processes in a given organisation.
- + The management of multidisciplinary work teams based on strategic design principles.
- + An understanding of change as an opportunity and the capacity to transform this opportunity into desirable, viable and feasible solutions.
- + The skills needed to convey theoretical and practical problems through strategic design.

Career opportunities

There is currently a great demand for professionals in the area of design and strategy. Approaching ideation and the application of strategy from the field of design is an emerging concept, sometimes seen as having a function in the future of building bridges between organisational and business development, beyond products and services.

Graduates from this programme are well positioned to follow career pathways in the management of sustainability, innovation, social enterprise, strategic design and service design, and as entrepreneurs in a wide range of industries, organisations and professional fields. Students who are already working can apply what they learn to become "intrapreneurs" in their current organisations or move into new and emerging roles, such as change manager, head of innovation or lead design thinker.

We identify two basic professional profiles: "specialists in design and innovation" (marketing directors, R&D managers, industrial designers and product engineers, designers of multimedia solutions and services) and "coordinators of innovation and design process integration" (design directors, design managers, project managers, product managers, retail managers, brand managers, consultants for innovation in products and systems).

Some of the professional opportunities this master's offers are:

- + Setting up a consulting firm
- + Business consultant
- + Business designer
- + Brand strategist
- + Content strategist
- + Customer experience designer
- + Design and innovation manager
- + Design strategist
- + Entrepreneurs
- + Product manager
- + Product marketing manager
- + UX strategist

Syllabus

MODULE 1

The business of strategic design

This subject considers the world of design, the practice of design and, in particular, strategic design at a social and organisational level. It deals with the value of design and the growing relevance applied to the notion of design and its implications beyond aesthetics and its impact on other disciplines and fields. It introduces approaches, models and tools that improve skills for innovation and problem-solving for effective strategic design.

This module is centred around the assignment of a case study from a leadership and strategic design perspective and within a psychosocial context.

MODULE 2

Developing strategic design

This subject examines what strategic design can be. It analyses the development process, from the problem or idea to the dissemination, assimilation, acceptance and use of strategic design. Creative and problem-solving processes are examined and tested. Learning from a broad range of cases, different prototypes are generated to address complex challenges.

This module is centred around the assignment of a case study from a leadership and strategic design perspective and within a psychosocial context.

MODULE 3

Strategic design leadership

This subject focuses on strategic design leadership, looking at uncertainty and systemic challenges. It introduces conceptual, analytical and practical tools and strategies for change, and highlights the relational and multi-stakeholder perspective as fundamental to problem-solving, as well as examining and developing leadership styles that are suitable for different situations.

This module is centred around the assignment of a case study from a leadership and strategic design perspective and within a psychosocial context.

MODULE 4

Master Final Thesis

In this final module, you will design and carry out an individual project. The project will focus on a challenge, which requires fieldwork in a social and / or organisational environment. The project connects the different learning objectives with the thematic areas of the programme. You can choose to lead the project in your own organization or with other organizations.

This module is dedicated to working on a challenge and will have to incorporate at least research-action methodologies and qualitative interviews. A thesis writing workshop and guidance will be offered to you.

MORE INFORMATION

→ elisava.net

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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).