



Design Thinking

MDes/PgDip/PgCert

In today's competitive world, business success depends increasingly on the ability to innovate. Business leaders are already recognising the importance of how creative practice and process can improve product and service development and design thinking in shaping business strategy. This course integrates world-class, design-driven innovation, management and research activities through a unique teaching approach. We aim to provide students with up-to-date skills to pursue careers in government, NGOs, environmental and business consultancies and public sector organisations.

The course is designed to suit creative individuals with business acumen who recognise the importance of how creative practice and process can improve product and service development. It aims to develop creative design literate engineers, scientists and management postgraduates providing tools and techniques to visualise complex data flows and strategic communication processes. It is suitable for graduates from a variety of disciplines.

Course structure

The Design Thinking MDes is made up of three components: a formal taught component comprising five modules 40%, Group projects 20%, Individual project 40%.

Individual project

The four-month individual research project can be carried out within industry or academia. Part-time candidates may undertake this element of the course in their place of work. This key part of the course offers the opportunity to develop your research capability, depth of understanding and ability to provide world-class solutions to real problems.

Group project

The group project experience is highly valued by both students and prospective employers. Teams of students work to solve an industrial problem. The project applies technical knowledge and provides training in teamwork and the opportunity to develop non-technical aspects of the taught programme. Part-time students can prepare a dissertation on an agreed topic in place of the group project.

Future career

Successful students develop diverse and rewarding careers in government ministries, non-governmental organisations (NGOs), environmental and business consultancies, public sector organisations such as environmental protection agencies, and the manufacturing and service industries in the private sector.

Example modules

The MDes comprises five assessed modules providing students with insight and skills in many aspects of design, focusing on design, enterprise, technology and management.

Compulsory

- Consumer Trends,
- Design, Technology and Prototyping,
- Whole System Design,
- Creative Enterprise and Entrepreneurship,
- Project Management Introduction.

Duration:

MDes: Full-time - one year, Part-time - three years; PgDip: Full-time - up to one year, Part-time - two years; PgCert: Full-time - up to one year, Part-time - two years.

Start date:

Full-time: October. Part-time: throughout the year.

Location:

Cranfield Campus.

Entry requirements

Minimum requirements: UK first or second class Honours degree in a relevant subject; an equivalent international qualification; relevant work experience with a degree below second class Honours. Please contact us if you do not meet our formal entry requirements. More information can be found at www.cranfield.ac.uk/entryrequirements.

ATAS Certificate

Students requiring a visa to study in the UK may need to apply for an ATAS certificate to study this course.

Contact details

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For further information please visit

www.cranfield.ac.uk/courses/taught/design-thinking