In today’s highly competitive world, business success depends increasingly on the ability to innovate. Business leaders need to recognise the importance of design thinking in shaping business strategy. Forward thinking professionals with the ability to integrate creativity and design thinking in the business functions of engineering, management, communication and commerce, will be sought after by employers across multiple sectors. This innovative course develops modern business leaders able to exploit creativity and design thinking at a strategic level to achieve organisational competitiveness. Students work within the Centre for Competitive Creative Design (C4D).

Course structure
The Innovation and Creativity in Industry programme is made up of three components: a formal taught component comprising eight modules (40%), Group Project (20%) and Individual Thesis 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 allows you to apply the research skills acquired during the taught phase in order to develop solutions to real problems in the field of creative design.

Group project
The objective of the group project is to provide the students with experience of working as part of a team, organising the various elements of the project within a group, managing resources and developing their reporting and presentation skills.

Future career
There is a recognised skills shortage in competitive creative design. Graduates of this course are therefore sought after by employers and will be able to secure positions within a range of sectors. Roles are varied, ranging from managers of people to design managers in creative industries. Graduates will possess a combination of science-based skills with creative insight which is increasingly desirable for employers looking to enhance productivity performance in an increasingly competitive marketplace.

Example modules
The MDes comprises eight assessed modules consisting of lectures, practical work and site visits.

Compulsory
- Technology and Prototyping
- Whole System Design
- Managing Innovation and New Product Development
- Creative Enterprise and Entrepreneurship
- Design and Brand Management
- Consumer Trends
- Smart Materials and Processes
- 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
T: +44 (0)1234 758082
E: studydesign@cranfield.ac.uk

For further information please visit
www.cranfield.ac.uk/courses/taught/innovation-and-creativity-in-industry