

DESIGN MANAGEMENT PROGRAM (POSTGRADUATE) (G401)

PROGRAM NAME	Design Management	TUITION	\$13,395.00 *
COURSE CODE	G401	ADDITIONAL COST	
SCHOOL	School of Design		
CENTRE	Arts, Design and Information Technology		* Amounts listed are the total of tuition, materials(non-refundable), student service and ancillary fees for the first two semesters of programs starting in fall 2017. Fees are subject to change for programs starting in fall 2018 and at later dates.
LOCATION	St. James Campus		
DURATION	1 year (2 semesters)		
FIELD EDUCATION	Design Management Internship		International students: Visit the International Fees and Related Costs ² page for more information.
STARTING MONTH	September		
CREDENTIAL	Ontario College Graduate Certificate		
YEAR OF STUDY	2018-2019		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

The postgraduate program in **Design Management** builds the skills needed to lead a multidisciplinary design team. Students will learn how to develop design strategies for products and services based on business objectives. This program teaches practical tools and interpersonal facilitative skills, as well as the business knowledge required to manage a consultancy or corporate design division.

Who should take this program:

- Design professionals with a global perspective who want to become active partners in helping firms develop and grow through expanded participation in strategic management.
- Designers looking to enhance their career opportunities in supervisory or management positions.
- Designers seeking to integrate strategic design into the workplace.
- Designers with an entrepreneurial spirit looking to start their own company.

Courses in design process and strategy, project management, finance, team management, design research, contracts, business planning, communications and intellectual property protection complement a major studio course featuring real-world design projects. The courses cover the essential elements of a business strategy and how design contributes to the definition and realization of the strategy.

PART TIME STUDY OPTIONS

We also offer an evening course in Studio Management. See the Continuing Education Course Guide at coned.georgebrown.ca

You can select, register and pay for Continuing Education courses online.

FIELD EDUCATION OPTIONS

A mandatory Design Management Internship (DESN1031) course is taken in Semester 2. An external field placement role is not guaranteed in this course; students who are not placed externally will be given a design management role within the School of Design or as part of George Brown College.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage multi-disciplinary design groups using practical working models of management systems.
2. Analyze evolving market needs to identify design strategies required for the development of new products and services.
3. Plan, implement and control project plans that are flexible and reflect the evolutionary environment of the design process.
4. Enhance leadership skills, management skills and design expertise through the development of personal professional development strategies and plans.
5. Establish working relationships with clients, customers, and designers which maintain and strengthen their loyalty to their organization, as well as recognize design discipline protocols.
6. Develop and implement business strategies to recruit clients and new business opportunities.
7. Design and deliver sales presentations persuasively and accurately in oral, written, graphic and digital form.
8. Formulate and present comprehensive business plans for design projects.
9. Develop design strategies based on perceived value, competitive pressures and corporate objectives.
10. Evaluate results of design activities using criteria relating to application of best practices, costs, and profits.

REQUIRED COURSES

SEMESTER 1

Code	Course Name
DESN1022	Design Strategy
DESN1023	Managing Innovation and Creativity
DESN1024	Managing Design Projects
DESN1027	Financial Issues and Business Planning
DESN1028	Design Research and Development Issues
COMM1152	Design Business Communications

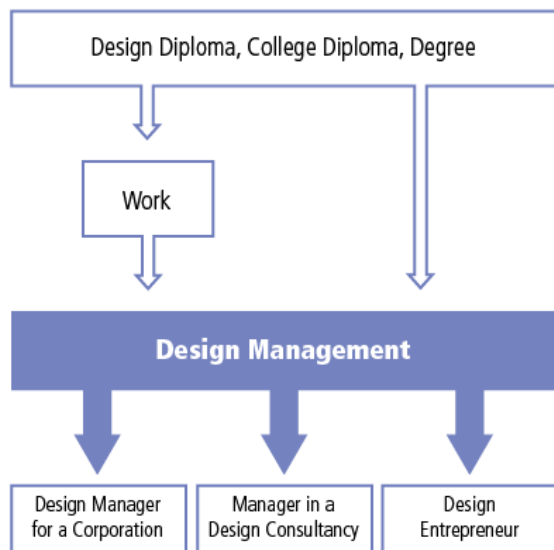
SEMESTER 2

Code	Course Name
DESN1021	Design Team Leadership
DESN1025	Case Studies and Applications
DESN 1029	Major Design Project
DESN1031	Design Management Internship

YOUR CAREER

Graduates will go on to careers managing design in the corporate sector, in a design consultancy or in their own business.

EDUCATIONAL/DEGREE PATHWAY



ADMISSION REQUIREMENTS

- Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Interview
- Portfolio
- Letter of Intent

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are accepted based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide/ for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions³ page for more information.

CONTACT US

School of Design

Phone: 416-415-5000, ext. 2137

Email: design@georgebrown.ca

Design Management Program Co-ordinator: Judith Gregory, jgregory@georgebrown.ca

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

This program is part of our School of Design⁴, located at our Waterfront Campus⁵ at 3 Lower Jarvis St.⁶ Book a campus tour⁷ or explore our virtual tour.⁸

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G401&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/international/futurestudents/applynow/>

⁴<http://www.georgebrown.ca/design/>

⁵<http://www.georgebrown.ca/campuses/waterfront/>

⁶<https://www.google.com/maps/place/George+Brown+College+School+of+Design+at+Waterfront+Campus/@43.64441,-79.3711176,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x38de1dc84ef326dc!8m2!3d43.64441!4d-79.3689289>

⁷<http://www.georgebrown.ca/tours/>

⁸<http://vt.georgebrown.ca/>

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.