

## DESIGN MANAGEMENT PROGRAM (POSTGRADUATE) (G401)

<b>PROGRAM NAME</b>	Design Management	<b>TUITION</b>	\$12,229.00 *
<b>COURSE CODE</b>	G401	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Design		
<b>CENTRE</b>	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 <b>2019</b> . Fees are subject to change for programs starting in Fall 2020 and at later dates.
<b>LOCATION</b>	Waterfront Campus		
<b>DURATION</b>	1 year (2 semesters)		
<b>EXPERIENTIAL LEARNING</b>	Design Management Internship	<b>International students:</b>	Visit the International Fees and Related Costs <sup>2</sup> page for more information.
<b>STARTING MONTH</b>	September	<b>FINANCIAL ASSISTANCE</b>	
<b>CREDENTIAL</b>	Ontario College Graduate Certificate		This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.
<b>YEAR OF STUDY</b>	2020-2021		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

This 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.

### EXPERIENTIAL LEARNING

Design Management Internship

### YOUR FIELD STUDY 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

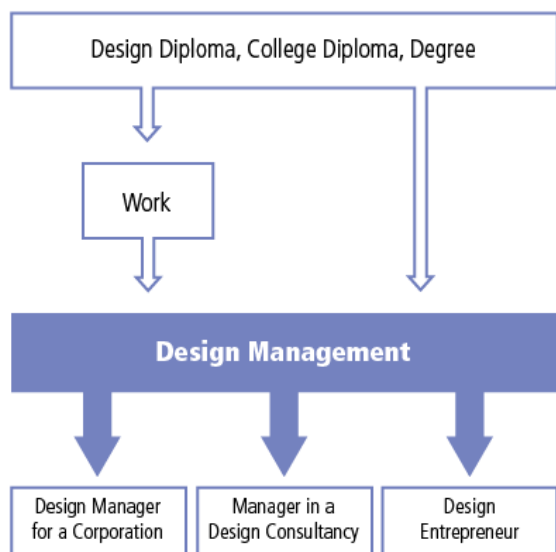
### SEMESTER 2

Code	Course Name
DESN1021	Design Team Leadership
DESN1025	Case Studies and Applications
DESN1029	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](http://georgebrown.ca/englishproficiency) for more details

## COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit [georgebrown.ca/transferguide/](http://georgebrown.ca/transferguide/) for more information.

## INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions<sup>3</sup> page for more information.

## CONTACT US

### School of Design<sup>4</sup>

Phone: 416-415-5000, ext. 2137

Email: [design@georgebrown.ca](mailto:design@georgebrown.ca)

Design Management Program Co-ordinator: Judith Gregory, [jgregory@georgebrown.ca](mailto: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 Design<sup>5</sup>, located at our Waterfront Campus<sup>6</sup>, at 3 Lower Jarvis St.<sup>7</sup>, Toronto, Ontario, Canada.

### School of Design Building<sup>8</sup>

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions<sup>9</sup>. You can also book a campus tour<sup>10</sup>.

## LINKS REFERENCE

- <sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G401&lang=en>
- <sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>
- <sup>3</sup><http://www.georgebrown.ca/international/futurestudents/howtoapply/>
- <sup>4</sup><http://www.georgebrown.ca/design/>
- <sup>5</sup><http://www.georgebrown.ca/design/>
- <sup>6</sup><http://www.georgebrown.ca/campuses/waterfront/>
- <sup>7</sup>[https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt\\_iAhXwhOAKHTzsD2MQ8gEwAHoECAoQAQ](https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAoQAQ)
- <sup>8</sup><http://www.georgebrown.ca/design/city-of-the-arts/>
- <sup>9</sup><http://www.georgebrown.ca/infosessions/arts-design-information-technology/>
- <sup>10</sup>[http://www.georgebrown.ca/campus\\_tours/](http://www.georgebrown.ca/campus_tours/)

*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.*