

MSc DESIGN BUSINESS CREATION



COLLEGE
CONTACT.COM

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Innovate. Create. Succeed.

We are looking for highly-motivated, visually-literate entrepreneurs. Sound like you? We want to make you effective in running and building your own creative business or enterprise. By bringing together industry and academic expertise and sharing practical and theoretical insights we will help you gain the specialist knowledge and strategic skills necessary to create and manage a successful and sustainable design-based business.

About the course.

Unique. It's what we're all looking for. Products and services which speak to us as an individual and help us attain the lifestyle we aspire to. This is where successful design businesses flourish. Whether that's a graphic design agency, a photography studio or a designer boutique. All require the creative skills, drive and determination to build a thriving, stand-out business in an ever-expanding international market.

This prestigious programme brings together design expertise and the York Business School so that whether you are a designer-maker, a buyer, a photographer or a stylist, you can channel your creative talents and expand your range of skills ready to establish your own business.

By cultivating creative design thinking processes and building your entrepreneurial skills we will help you think strategically and innovatively about business operations. Across the increasingly competitive platforms now available for selling, we will put a spotlight on today's digitally-focused and globally interlinked markets.

We will assist you in developing an in-depth and critical understanding of the dimensions, processes, opportunities and challenges of design business creation, helping you explore best practice in areas such as new venture idea generation, legal establishment and protection, business-funding and business planning.

Modules.

- Developing a Strategic Business Proposition and Plan (15 credits)
- Marketing and Brand Strategy for New Businesses (15 credits)
- Devising a Product and/or Service and Distribution (15 credits)
- The Creative Entrepreneur (15 credits)
- Industry Experience (15 credits)
- Establishing a Financial Framework (15 credits)
- Creative Thinking for Design Innovation (15 credits)
- Future Trends in Design (15 credits)
- Business Creation Capstone Project (60 credits)

Entry requirements.

Applicants will normally have a minimum of a 2:2 Honours degree in a related discipline, but consideration may be given to applicants with a 2:2 Honours degree in any subject, as long as they have completed relevant work experience or can demonstrate strong insight into the area of study.

Students whose first language is not English will be required to achieve IELTS 6 or above with no less than Band 6 in any area, or equivalent.