Masters in Professional Studies
Design Management

The Masters in Professional Studies program in Design Management connects the world of design and the world of business via the study and application of Design Thinking methods. The program is focused on building the professional management capacity of individuals in design, marketing, service delivery, or business who want to lead in project management of communications, products, and services.

Our students aspire to become leaders who use creative processes and strategic analysis that result in innovative solutions to real-world business challenges. This is achieved through Design Thinking, a process that emphasizes creativity, teamwork, and customer-centric research tools. Students will learn to solve problems using the Triple Bottom Line: equal emphasis on the creation of social responsibility, environmental sustainability, and financial sustainability. This is often referred to as “People, Planet, and Profits.”

We are fully integrated with the School of Business with nearly half the MPS credits earned in business courses and taught by MBA faculty. These courses are in Strategy, Leadership, Marketing, Operations, Finance, and Legal.

Practice oriented and academically rigorous, the MPS in Design Management powers systemic thinking, and builds holistic understanding to address, solve, and present solutions.

SASD Design Management Curriculum

**FIRST SEMESTER**

- 3 Design Management I: The 6-Step Design Thinking Process: Approaches, Tools, & Methods
- 2 Collaborative Design Studio I: Ethnographic Research & Expert Naiveté
- 3 Organizational Behavior: Leadership
- 1 Special Projects

**SECOND SEMESTER**

- 3 Design Management II: Environmental Sustainability
- 2 Collaborative Design Studio II: Financial Sustainability
- 3 Management & Marketing: Marketing
- 3 Global Project Management: Operations
- 1 Special Projects

**THIRD SEMESTER**

- 3 Design Management III: Research & Strategy
- 2 Collaborative Design Studio III: Collaboration, Culture & Leadership
- 3 Economics & Finance: Finance
- 3 Accounting & Business Law: Legal
- 1 Internship/Co-op

**FOURTH SEMESTER**

- 3 Design Management IV: The Triple Bottom Line – Thesis
- 2 Collaborative Design Studio IV: Innovation & Implementation
- 3 Fundamentals of Entrepreneurship or New Product Commercialization Strategy
- 1 Internship/Co-op

**SASD Design Management Faculty**

- Alex White (Chair) BFA, MFA
- Dilek Katgi, MPS, BFA

For more information about the SASD Design Management Program visit SASD.bridgeport.edu, call 1-203-576-4224 or email SASD@bridgeport.edu

Curriculum subject to change at discretion of SASD. MS PS DM is 42 credits minimum
SASD MPS Guest Lecturers

Five guests lecturers, representing a broad spectrum of businesses, visit every semester. Each guest has a required reading which is followed by a focused writing assignment. This cumulative experience exposes students to some 20 professionals and their most influential books over four semesters.

Robert Pietrzyk, Global Marketing, Univer
Robert Kahn, Partner, Medical Entrepreneur
Perry Robinson, MD, Fuel for Humanity
Jen O’Connell CEO, Sled
Zachary Kubin, VP Marketing, Barteca Restaurant Group
Matt Wilber, CFO, Rise Coffee (Entrepreneur)
Jarrett McGovern, CEO, FreshFarm Aquaponics (Entrepreneur)
Spencer Curry, CEO, Grace Farms, New Canaan
Adam Thatcher, Executive Director, Univer

SASD MPS Clients

Every semester we work in teams with one client to address their most pressing business concerns. Our clients, chosen among the many based in Fairfield County and New York City, have included corporations, companies, government, nonprofits, and NGOs.

This work applies the principles and ideas learned throughout the MPS program.

Half Full Brewery
AmeriCares
UrbanGlass
Stamford Innovation Center
Sun Products
Bridgeport YMCA
Spinnaker Real Estate Partners
Pelham Community Rowing Association
MetroCrops
Kubtec Medical Imaging
Hope for Haiti
City of Bridgeport Planning Commission

Stamford CT
Stamford CT
Brooklyn NY
Stamford CT
Norwalk CT
Bridgeport CT
Norwalk CT
Pelham NY
Bridgeport CT
Stratford CT
Stamford CT
Bridgeport CT

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SASD
SHINTARO AKATSU SCHOOL OF DESIGN

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