



Why study this programme?

world's most dynamic city

According to Forrester Research (2021), the leading question in innovation-oriented organisations is how to create an organisational culture of innovation and change. Therefore, innovation-driven job markets urgently seek talents with strong skills in interdisciplinarity, innovation and creative problem solving. The MA Innovation Design Management is one of the most cutting-edge management programmes today, and it precisely caters to this demand! You will acquire hands-on knowledge of your discipline through collaboration with industry partners and practical experiences.

Your career prospects

Design & Product Management | Design Research & Strategy | Corporate Culture & Strategic Brand Management | New Business Development | Innovation Strategy | Change Management | UX & EX Research & Strategy | Innovation Management

Facts

Degree:

Master of Arts (MA)

Duration, Credits:

Standard: 2 Years, 120 ECTS (4 Semesters) Fast-Track: 1.5 Years, 90 ECTS (3 Semesters)

Start of Studies: September/ March

Teaching Language:

Location:

English

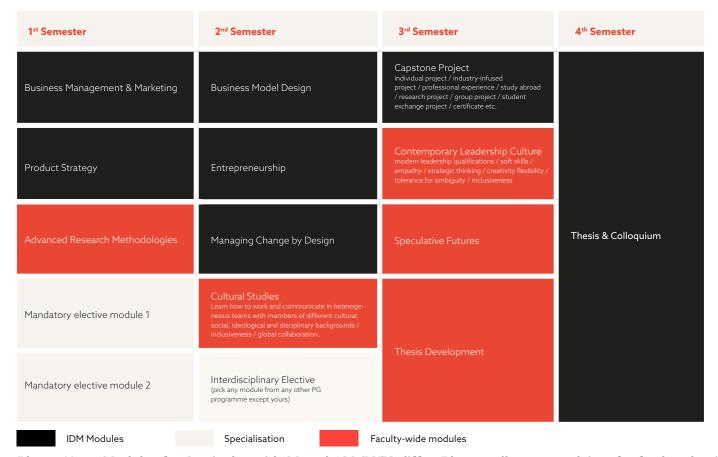
Dubai

Admission Requirements:

- Completed online application form
- High school/Bachelor diploma and transcript
- English language, B2 level
- Curriculum vitae (CV)
- Motivation letter
- Portfolio: min. 4 samples, max. 8 samples from previous projects during studies or job
- → Other entry routes are available. Contact us for more information

Modules

Innovation Design Management, MA



Please Note: Modules for Curriculas with 90 and 120 ECTS differ. Please talk to your advisor for further details.

Students in the programme can choose their focus between **Innovation by Design** and **Innovation & Entrepreneurship** (Specialisation).

The distinction is made through two modules in the first semester:

- Innovation by Design: Strategic Branding and Atlas of Design
- Innovation & Entrepreneurship: Innovation Management and Atlas of Opportunity.

With the mandatory electives of the specialisation 'Innovation & Entrepreneurship', students can choose a focus that emphasizes entrepreneurial content over design- and brand-related topics in connection with Innovation.

The UE is a German state-accredited private university that educates the innovators and decision makers of tomorrow. UE is the pioneer in providing German degrees in Dubai, with undergraduate and post-graduate study programmes designed to meet the demands of the current and future job market.

Accredited by













Contact

Student Admissions Team

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Authority. The academic qualifications granted by this Permitted by the Knowledge and Human Development institution and certified by KHDA shall be recognised

in the Emirate of Dubai by all public and private entities

Disclaimer: opening and operations are subject to the completion of the building and final approval by KHDA

for all purposes.



