POLYU DESIGN

Asia’s No.1 of the World’s Best 25 Design Schools
(Ranked by the Business Insider) presents

International Design and Business Management (ID&BM)

Master of Design (MDes)
Globalization in business and the rise of social media have rapidly diminished boundaries between cultures, countries, and economies. Organizations worldwide are expected to react more swiftly to social changes and business challenges with responsive and disruptive innovation. This means efficient and effective interdisciplinary teamwork is demanded more than ever before. Transnational corporations such as BP, Siemens, Ispat International, Apple, IBM, and Virgin are favoring “T-shaped professionals” who can think and act creatively to cross-pollinate among disciplines in order to operate highly competitive businesses.

“Innovation is not just about being creative and open-minded, it is even more about multi-disciplinary teams that can deliver on the promise.”

Cees de Bont
Dean and Swire Chair Professor of Design
School of Design
Developed in collaboration with the University of Technology, Sydney, Northumbria University, Newcastle, and The Hong Kong Polytechnic University Faculty of Business, the ID&BM is a unique interdisciplinary specialism based on an integrative design thinking management approach. The curriculum pulls together professional knowledge in design, business and technology fields to practice “managing design as a competitive strategy” in an international business setting.

AIMS

ID&BM aims to nurture “T-shaped professionals” with high-level competencies to better understand and manage global business dynamics in order to function in design-sensitive and technologically intensive business environments. These competences enable students to lead the transformation of their respective local enterprises and challenge existing mindsets in technological innovation. The process of offering products and services will be tackled with an integrative design thinking management approach.

OBJECTIVES

Irrespective of their disciplinary background, students will learn together to develop a new “T-shaped” skill set through:

• Applying theories and concepts of the three domains underpinning this specialism.
• Participating effectively in the design, implementation and comprehensive evaluation of projects involving multidisciplinary and multicultural teams.
• Evaluating cultural differences and their implications for leadership and effective management of design and business activities.
• Identifying and evaluating the means by which value creation may be managed.
• Demonstrating the ability to view, frame and resolve design issues by adopting multiple perspectives.
• Understanding and performing the integrative design thinking roles of a T-shaped professional in business environments.

“We While the world has become flatter in many ways, there are still some very important differences across cultures in the way people think, behave and do business. Hence ‘think global and act local’ is a key business capability for this century."

Howard Davies
Associate Dean and Professor
Faculty of Business
PEDAGOGICAL APPROACH

ID&BM complements its pedagogical aims and objectives with the following approaches:

- Evenly distribute intake among Hong Kong, mainland Chinese and international students; across design, business and technology fields to nurture cross-cultural and cross-disciplinary learning.
- Bringing behavioral transformation in learning through cross-pollinated study activities. Students from different disciplinary backgrounds will learn from each other to develop a broader mindset as the foundation for managing creativity in business innovation.
- Providing a meeting point that facilitates possible exchange between students and faculties among the collaborating institutions from different regions of the world. This enables cross-geographical and cross-disciplinary project teams to solve and manage design, business and technical problems in a real-life international business environment.

DELIVERY MODE & DURATION

Classes are normally held during the daytime on weekdays. Some subjects will be delivered during weekends. Each of the weekend subjects requires three weekends spread over 4-5 weeks.

It normally takes 1 year to complete the specialism.
“Entrepreneurs and startups who find success in design and business innovation today are those motivated by ‘for-profit’ as well as ‘for-benefit’ goals.”

Benny Leong
Assistant Professor, School of Design

WHERE

Students will engage studies in Hong Kong, Asia’s world city. Located at the heart of Southeast Asia, Hong Kong is a unique economic and political area that blends eastern and western influences and creativity. These characteristics position it as a gateway to China for international corporations that have visions to extend their businesses in the most rapidly developing economic region of the world.

Moreover, with efficient international and cross-boundary transportation networks, half of the world’s population lives within a 5-hour flight from Hong Kong. It is also in a 1-hour living circle together with the fast growing Pearl River Delta (PRD) [1] megalopolis of China. This region is the world’s most important manufacturing location that is also emerging as an R&D hub of ICT, automotive, steel, and petrochemical industries. Many transnational giants choose to be based here, including Huawei, ZTE, BYD, Honda, Toyota, Nissan, JFE Steep Corp, CNOOC, Shell, and BP. This provides ample opportunities to cultivate students’ inter-cultural awareness and perspective that will become valuable when they practice design and business management after graduation [2].

WHO

For those:
• Who aspires to be a competent “T-shaped professional”, well-balanced products-services innovators, business developers, entrepreneurs and leaders.
• Who has completed undergraduate studies in design, or business, or technology disciplines, and preferably with working experience.

WHEN

The ID&BM specialism is now inviting application for 2014/15 admission. Deadline for application is on the 28 Feb 2014.

NOTE:
[1] The Pearl River Delta Region consists of Hong Kong, Shenzhen, Macao, Guangzhou, Dongguan, Foshan, Zhuhai, Jiangmen, Zhongshan. The development of the Pearl River Delta during the past two decades has been remarkable by any standard. It has become one of the most affluent and fastest growing regions in China and an enormously attractive market, with an average annual GDP growth rate of more than 11 percent over the past 18 years.

[2] To offer flexibility to non-local graduates who wish to work in Hong Kong after their graduation, a new policy called “Immigration Arrangements for Non-local Graduates” (IANG) was implemented recently. Under the IANG Scheme, fresh graduate will normally be granted a stay of 12 months without any condition upon application. Many of our graduates have taken this opportunity to start a new page in their career development – from starting up new businesses, to engaging in research, consultancy or practicing design in Asia.
SPECIALISM LEADERS
Cees de Bont (Specialism Leader, Dean and Chair Professor of Industrial Design, School of Design)
Benny Ding Leong (Deputy Specialism Leader, Assistant Professor, School of Design)

TEACHING TEAM
Howard Davies (Associate Dean and Professor, Department of Management and Marketing, Faculty of Business)
Lee Tak Chi (Associate Dean and Professor, School of Design)
Michael Harris Bond (Visiting Chair Professor, Department of Management and Marketing, Faculty of Business)
Clifford Choy Sze Tsan (PhD, Assistant Professor, School of Design)
Jackie Kwok (PhD, Associate Professor, School of Design)
Sylvia Liu Xihui (PhD, Research Assistant Professor, School of Design)

DETAILS FOR APPLICATION

Specialism  International Design & Business Management

Entrance Requirement
A Bachelor’s degree in Design, or Business, or a technological field, or the equivalent in a related discipline preferably with two years of relevant professional experience. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.

Application
A complete application includes:
- Application form (www.polyu.edu.hk/admission)
- Portfolio
- Evidence of degree or other qualification
- Letter of Intent
- Letters of Recommendation (Academic/ Profession)
- English language competency* (minimum score: TOEFL 550 / IELTS 6.0 / iBT 80)
- Interview (in the case of international students, the interview will be conducted via video calls on Skype)

* Applicants who are native English speakers with qualifications awarded by institutions where the medium of instruction is English are not required to provide such test score.

Number of Credits
36

Tuition
HK$144,000 (local) / HK$158,400 (non-local)
Subject to approval

Intake Quota
30

Financial Aid
Tuition scholarships are available on a competitive basis. Academic merits and portfolio are major factors in scholarship consideration.

Type of VISA
People’s Republic of China and foreign nationals may join the full-time program provided they apply for and receive a Student VISA. The School of Design will provide assistance in this regard.

Period of Study
1 Year (full-time)

Website
http://www.sd.polyu.edu.hk/

Enquiry
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“Technology facilitates open innovation, mass customization and digital fabrication, which impacts how we innovate, consume and produce. To understand these trends is to prepare for future challenges and opportunities.”

Dr Clifford Choy
Assistant Professor, School of Design

“The process of managing value is as much about cross-disciplinary thinking as multi-cultural understanding. Design-led businesses that innovate through value-add and value-creation should cultivate their future leaders with an ‘empathetic’ mindset.”

Dr Sylvia Xihui Liu
Research Assistant Professor, School of Design