

Master of Law, Business, Management
Design Honours
Prospective Design Studies

A 2-year Master's course that is unique in France in terms of its prospective features, social innovation, engineering and design. It incorporates technological innovation in design with economic and social innovation to create a completely multidisciplinary course.



3 partner establishments

Jean Monnet University is one of twenty French universities that are truly multi-disciplinary as it merges knowledge. The university provides the widest range of courses based in the Rhône-Alpes region. IAE provides the course.

Ecole des mines de Saint-Etienne: one of the top engineering schools in France, leading the way in general engineering colleges.

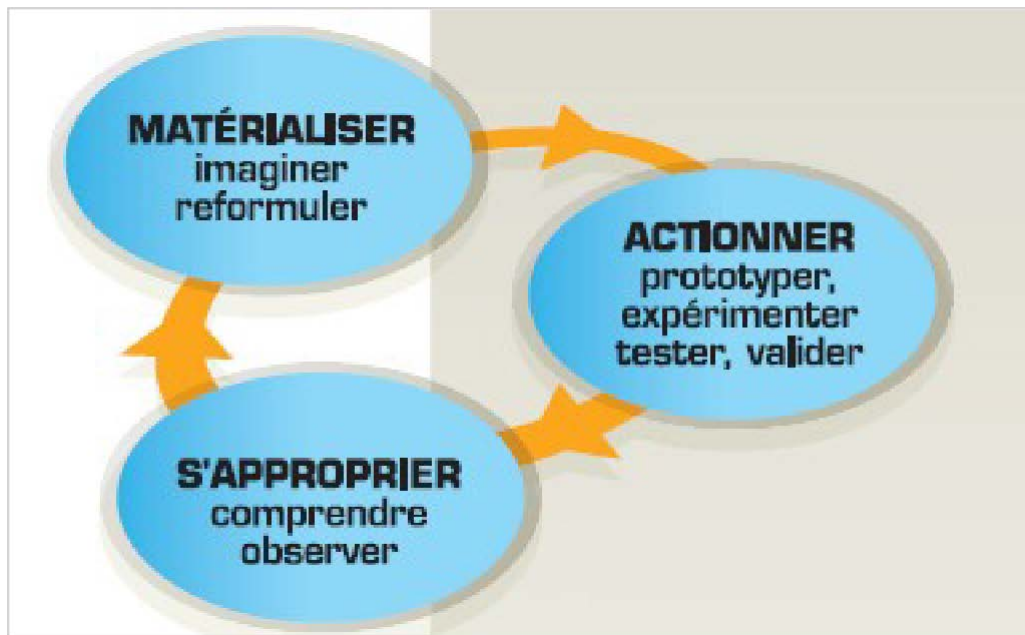
Devoted to industrial research and training senior engineers. It works in a highly developed international context and takes part in countless exchanges and university/industry partnerships on different continents.

Ecole supérieure d'art et design de Saint-Etienne: trains artists, designers and creators in graphic design areas, it is one of two or three cutting-edge schools in terms of design training in France. Existing alongside the Cité du Design and Biennale Internationale Design gives it a major international dimension and strengthens the collaborative corporate network.

Objectives

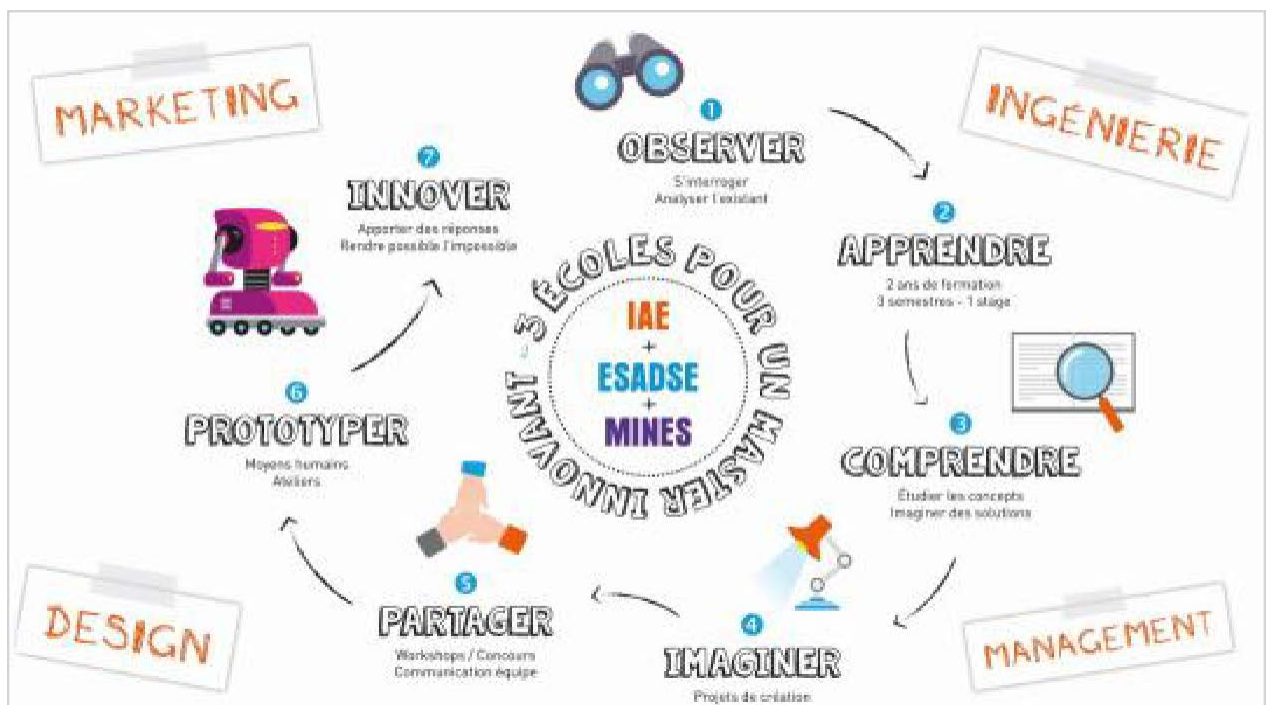
OBJECTIVES

The teaching project focuses on prototyping and implementing innovative projects. It is provided in three stages:



- > **Appropriation:** observe, understand, explore through lectures and lessons.
- > **Materialisation:** imagine and reformulate in tutored groups.
- > **Experimentation:** prototype, test, approve, implement through workshop methods in project mode.

The course should enable students to explore their own discipline in-depth by making it easier to appropriate other skills related to different disciplinary fields and is based on 3 learning methods:



Theory training

to suit the student's background (innovation and intellectual property law, semiotics, news, economic models, ambient intelligence, current design etc.)

Practical training

incorporating industries and establishments in project mode based on concrete cases (service prototype tools, Fab-Lab, service design, media design, 3D introduction).

Professional project

enabling the student to work in a placement in an industrial environment, lab or in a group on engineering, design and marketing issues.

Who's it for?

Target audience

- > Students
- > Employees in vocational retraining with a minimum of a first university cycle degree and sufficient experience subject to the accreditation of prior/experiential learning system (APEL).

Pre-requisites

Compulsory:

IAE bachelor from Saint-Etienne or

bachelor or equivalent qualification in engineering, art, science etc.

Entry requirements

Admission in 1st year of Master only. Admission based on academic record

Engineering students from the ESADSE and Ecole Nationale Supérieure des Mines in Saint-Etienne can enrol onto the Master's course subject to the agreement between these establishments and the IAE.

Possibility of being awarded an **IAE excellence grant**. These grants are for students who wish to take a Masters 2 based on scientific excellence criteria and on condition of a clearly research-focused professional project. **Further information**

- > Prepare your Master application

What's next?

Prospects

The "Advanced Design Manager" profile leads to careers as "**project leaders**" or "**innovation advisors**" with an audit or management role before and after the design.

Careers

- > design project management consultant
- > design project development in communities or industries
- > industrial project development with a design aspect (industrial designer)
- > teaching, training
- > urban planning research manager etc.

Professional environments

- > Large industrial or service companies
- > SME-SMIs

- > Consultancy, architecture and design firms and design studios
- > Public and local authorities
- > Bodies promoting design

Course

	Master 1 Prospective Design		Hours	ECTS
Semester 1	Module - Core curriculum	Skills assessment - IAE Conferences - EMSE English (or French as a foreign language) - IAE Workshop and materials - EMSE Free creativity/innovation/entrepreneurship credit	10	70
	Module 2-1 Management (for arts and engineering profiles)	Innovation funding Strategy and creativity Marketing (quantitative and qualitative data analysis) Decision-making IT and scoring	10	85
	Module 2-3 Technologies (for Arts and Management profiles)	Materials and processes Innovative materials Programming/coding Production specifications/CAD	10	85
Semester 2	Module 3 - Professional Advancement	Professional project Lectures in English (or French as a foreign language) - ESADSE Workshop and materials Free credit in creativity/innovation/entrepreneurship	10	90

	Module 4 - Management skills	<i>Semiotics Ethnographic marketing Innovation sociology Creation and innovation law</i>	9	70
	Module 5 - Technology and design skills	<i>Usage studies and project- related workshops People- focused engineering methodology tools Selection of materials and eco- design Smart devices, big data and digital prototyping</i>	11	80

	Master 2 Prospective Design		Hours	ECTS
Semester 1	Module 6 - Professional advancement	<i>Project Professional English (or French as a foreign language) - EMSE Workshop materials - EMSE Free credit creativity/ innovation/ entrepreneurship</i>	7	70
	Module 7 - Skills in prospective	<i>Worksh op project s (prototyping) based on projects Case studies and research Research fuelled by sensory design Brand strategy Innovative product launch</i>	23	200

		Augmented materials (smart/ma, nanotech) Project management		
Semester 2	Module 8 - Work placement	Full immersion work experience Dissertation viva	30	