**Programme specification**

**MSc Design Business Creation**

*School:* York Business School  
*Entry from:* 2018/19 *in:* October  
*Awarding institution:* York St John University  
*Teaching institution:* York St John University  
*Delivery location:* YSU London  
*Programme/s accredited by:* Not applicable  
*Exit awards:* Postgraduate Diploma Design Business Creation  
*UCAS code / GTTR / other:* Not applicable  
*Joint Honours combinations:* Not applicable  
*Mode/s of study:* Postgraduate periods of study for 1 year Full-time for 1 year  
*Language of study:* English  
*Study abroad opportunities:* No

---

**Introduction and special features**

In collaboration with the British School of Design and York Business School, the MSc Design Business Creation is a distinctive programme, designed to support your career progression and personal and professional development. The programme brings together industry and academic expertise, sharing practical and theoretical insights which will allow you to gain the specialist knowledge and strategic skills necessary to create and manage a sustainable design business. The programme aims to address creative design thinking processes, entrepreneurial skills to help develop designers, businesses, marketers to think strategically and innovatively about their business operations. This programme is intended to allow you to develop an in-depth and critical understanding of the dimensions, processes, opportunities and challenges of design business creation, particularly for today’s digitally-focused and globally inter-linked markets. You will explore best practice in areas such as new venture idea generation, legal establishment and protection, as well as business funding and effective business planning.

Whether your background is in design or another discipline, our approach is to guide you through both research and practice based activities to evolve your own creative thinking, whilst appreciating the multitude of design applications involved throughout the process. You will have creative autonomy to research, develop and explore in a stimulating interdisciplinary environment using our modern facilities and workshops. A diverse range of academic tutors and industry experts will supervise the whole delivery process, providing key links to industry networks for future employability.

Much of the learning is developed through the establishment of collaborative learning communities of programme participants, tutors and industry experts and you will become part of
that community of learning. Your understanding is developed around the key skills, processes and practices of design business creation. Solutions to real problems are suggested, discussed and analysed within the learning community with the support of tutors and fellow learners. The programme involves you in a demanding process of personal and professional development, leading to an integrated and critically aware understanding of business creation. On completing this programme, you will be in a strong position to launch a successful design business or take an existing design business to new heights.

You will study at our YSU London campus and benefit from our industry connections and extensive expertise, knowledge, skills and understanding of the design sector. The curriculum provides a career-focused overview of the industry, ensuring you will have the up-to-date knowledge and applicable skills required. The bespoke and contemporary modules will assist you in preparing you for your future career plans. Integral to the philosophy of the programme is the opportunity to combine and connect theory and practice, with opportunities to engage in placements, business shadowing, consultancy projects and live business research commissions.

Special features of the programme include:

- Enhance and develop your own skill base to help prepare you for the real world scenarios as a designer.
- British School of Design Recognition
- The potential to develop specialist knowledge and strategic skills necessary to create and manage a sustainable design business
- A supportive platform for critical reflection, through the application of academic theories to your real work situations
- The opportunity to gain industry experience and engage in project work
- A range of assessment methods used to mirror organisational based activities
- The potential to develop and engage with a network of industry experts and professionals in your field of study
- To enhance your employability through participation in a wide-range of teaching and learning experiences
- Participation in active and supportive forums drawing on practical expertise
- Class free Fridays in order to allow you to gain industry experience

**Admissions criteria**
You must meet the University’s general entry criteria for postgraduate study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see [https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/](https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/)).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

**Programme aims**

The overall aim of the programme is to develop your critical understanding and self-awareness of the issues relating to design business creation. You will be supported as you:
• develop critical awareness and understanding of the key concepts of strategic planning, new venture creation, business funding and effective business planning and how they relate to design business creation;

• develop the ability to connect theory with practice in creative and innovative ways and reflect upon the learning involved as well as the outcomes;

• develop and enhance life-long learning skills and personal development in order to work with self-direction and originality.

Programme learning outcomes
Upon successful completion of the programme students will be able to:

Level 7/FHEG L7
7.1 demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of design business creation;

7.2 demonstrate knowledge and critical understanding of the strategic role of design across the spectrum of business activity.

7.3 critically reflect and evaluate management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships with others;

7.4 demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of the study of contemporary business issues within the context of society;

7.5 identify, analyse and formulate a critical awareness of how design thinking can be utilised and managed to maximise the productivity of a business informed by contemporary research and practice;

7.6 demonstrate a deep knowledge and critical understanding of organisations, context and response to changes in the global business environment;

7.7 extrapolate information critically and creatively utilising appropriate decision making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information;

7.8 design, conduct, analyse and disseminate an extended independent piece of research or business related project from inception to completion.
## Programme Structure

<table>
<thead>
<tr>
<th>Code</th>
<th>Level</th>
<th>Term</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLB001</td>
<td>M</td>
<td>1, 2</td>
<td>Developing a Strategic Business Proposition and Plan</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB002</td>
<td>M</td>
<td>1</td>
<td>Marketing and Brand Strategy for New Businesses</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB003</td>
<td>M</td>
<td>1</td>
<td>Devising a Product and/or Service and Distribution Strategy</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB004</td>
<td>M</td>
<td>1, 2</td>
<td>The Creative Entrepreneur</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB005</td>
<td>M</td>
<td>1, 2</td>
<td>Industry Experience</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB006</td>
<td>M</td>
<td>2</td>
<td>Establishing a Financial Framework</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB007</td>
<td>M</td>
<td>2</td>
<td>Creative Thinking for Design Innovation</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB008</td>
<td>M</td>
<td>2</td>
<td>Future Trends in Design</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MLB013</td>
<td>M</td>
<td>3</td>
<td>Business Creation Capstone Project</td>
<td>60</td>
<td>C</td>
</tr>
</tbody>
</table>

* C: Compulsory, CA: Compulsory for award, O: option or E: elective.

## Learning, teaching and assessment

The programme delivery is based on principles of adult learning, recognising that participants are likely to bring a large amount of experience and knowledge to the group, and can share this with each other. The style of the programme is participative and resources for learning explicitly include the knowledge, experience and skills of all participants and staff. Some participants may not have been engaged in formal education for some time, and may never have studied social sciences at postgraduate level. As such, support with study skills, conventions of academic analysis and writing will be available for you from the first module, and will continue throughout the programme. The programme begins with intensive core 4 week module, followed by three 8 week modules each term. You will also have the opportunity to gain industry experience.
A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and as a leader. All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, a guest speaker programme, tutorials, workshops, use of online materials, and global café style learning activities. Class activities, online discussions and problem solving exercises will enable you to gain feedback about your knowledge and understanding, prior to any formal summative assessments.

All modules are assessed through a programme of work undertaken whilst studying for the award. A range of assessment tools are used including presentations, critical essays, portfolios and reflective journals and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission. You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your subject knowledge.

Students of York St John University will receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of business management.

The Industry Experience module is an essential and distinguishing part of your preparation for successful industry employment or own business management. Understanding and experiencing industry dynamics will support your assessment of your own capabilities and ambitions as well as assessment of working environments which you would like to contribute to and create. You can choose between three modes of completion: industry placement, industry research project or industry consultancy project.

In addition to the opportunity to apply theoretical knowledge in practice, Industry Experience module allows you to enhance your awareness and critical analysis of your own competitiveness in the industry and a critical examination of workplace environment as well as best practices and opportunities for improving the working environment and/or practices.

Field trips to businesses, industry partners and events are a regular feature throughout the programme. There will be some subsidy of these but you may be expected to make a financial contribution.

The University will use its wide network of industry relationships and partnerships to provide opportunities for students to engage in work placements, business consultancies or business research however this cannot be guaranteed.

Progression and graduation requirements
The University's general regulations for postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Internal and external reference points
This programme specification was formulated with reference to:
- University Mission Statement [see page two]
- Strategic Plan 2015-20 [see page four]
• QAA subject benchmark statement
• Framework for Higher Education Qualifications
• York St John University “General Regulations for Postgraduate Awards”
• QAA Master’s degree characteristics (September 2015)

Date written / revised: click here to enter a date
Programme originally approved: click here to enter a date