

MSc in Strategic Product Design

Specialisation Streams

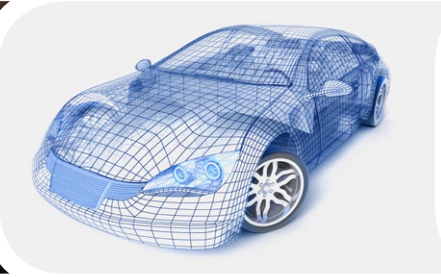
Product Management
Product Creativity & Design
Industrial Design & Innovation

The Programme

The International Hellenic University's MSc in Strategic Product Design offers to postgraduate students a thorough understanding of theory and practice in the areas of product design.

The programme provides graduates from various disciplines with a key set of skills, hands-on experience on advanced software along with state-of-the-art equipment, such as a 3D printer. It also equips students with knowledge of operations management for real world projects which are crucial to achieve success in their chosen career.

Reshape your future!



Programme Structure

First Term - Core Courses

- ▶ Introduction to Strategic Product Design
- ▶ New Product Development
- ▶ Marketing & Branding

Second Term - Core Courses

Product Management Stream

- ▶ Design and Production
- ▶ Strategies for Extroversion
- ▶ Consumer Behaviour
- ▶ Service Design
- ▶ Project Management
- ▶ Purchasing and Negotiations

Product Creativity & Design Stream

- ▶ 3D Computer-Aided Design (Rhino)
- ▶ Design Thinking
- ▶ Consumer Behaviour
- ▶ Ergonomics / Human Factors
- ▶ Design Morphology & Aesthetics
- ▶ Graphic Design & Digital Fabrication

Industrial Design & Innovation Stream

- ▶ 3D Computer-Aided Design (Solidworks)
- ▶ Design Theory and Methodologies
- ▶ Materials Technology and Selection
- ▶ Ergonomics / Human Factors
- ▶ Design Morphology & Aesthetics
- ▶ Advanced Production Techniques

Third Term - Elective Courses (Students choose two courses)

Product Management Stream

- ▶ Operations Management
- ▶ Entrepreneurship
- ▶ Design for Supply Chain
- ▶ Technology Management
- ▶ Cost Management

Product Creativity & Design Stream

- ▶ Production Technologies & Material Characteristics
- ▶ Exhibition & Curation Management
- ▶ Portfolio Management
- ▶ Packaging Design
- ▶ Product Photography & Creative Rendering

Industrial Design & Innovation Stream

- ▶ Graphic Design
- ▶ Reverse Engineering & 3D Printing
- ▶ Surface 3D Modeling
- ▶ Biomimicry and Design
- ▶ Eco-design

Consulting Project

Students participate in a consulting project relevant to the Stream they have joined. In groups, students study an actual product design project of a particular company or organisation. Following analysis, the students prepare and present concrete and practical solutions. This project supplants 2 elective courses.

The Dissertation

The dissertation is an individual 10,000 - word paper of original scientific work. The topic is chosen by the student with input and advice from a faculty member, who acts as a supervisor.

