

Industrial Design Engineering

Strategic Product Design

MSc Programme



Great products and services don't just happen. Behind them lies a development process that starts with careful consideration of market needs, the competitive environment, company resources, the brand image, and the style and function of the new product or service to be created.

Degree	Master of Science Strategic Product Design
Starts in	September and February
Type	full-time
Credits	120 ECTS, 24 months
Language of instruction	English
Scholarships	tudelft.nl/scholarships

Programme

The focus of the SPD master's programme is on the business context of product and service design. This can be the context of large international corporations, strong design consultancies, or startup entrepreneurship. The programme's emphasis is on translating a company's strategy and market opportunities into a strong product or service portfolio. SPD provides the insights and the tools to exploit business resources and market opportunities. In other words, it aims at maximising the impact of design on business and markets. Students learn to apply techniques like

market and brand analysis, future scenarios, and technology road mapping as drivers for strategic product design. They also learn to create robust design strategies for business with a strong social and economic rationale. Ultimately, students acquire the skills to help companies conceptualise, develop and introduce socially sound, and commercially successful products and services.

Curriculum Strategic Product Design

The SPD master's programme can be started either in the autumn or in the spring semester. The starting date determines the order in which

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FIRST YEAR 60 EC								
SEMESTER 1	Q1	Q2	SEMESTER 2	Q3	Q4			
IDE Academy					4 EC			
Manage your Master	1 EC	Design Theory and Methodology	3 EC	Manage your Master	1 EC	SPD Media	3 EC	
Design Strategy Project		12 EC		Strategic Value of Design	3 EC	Brand and Product Commercialisation		8 EC
Design Roadmapping	3 EC	New Product Economics	3 EC	SPD Research		13 EC		
Context and Conceptualisation		6 EC						
SECOND YEAR 60 EC								
SEMESTER 1	Q1	Q2	SEMESTER 2	Q3	Q4			
Semester for creating personal focus		30 EC		Graduation Project		30 EC		

courses are taken. In the autumn semester the programme focuses on creating a design strategy that fits the business context, while in the spring semester the focus is on research and the strategic positioning of design. The second year starts with a semester in which students can create a personal focus. The second year ends with establishing, defining and completing the individual graduation project.

Specialisations

In this curriculum, 30 EC is reserved for electives. This provides the students freedom and enables them to shape their personal programme. Students can pursue their professional interests and ambitions with a personalised set of different courses. This elective space enables students to specialise, or broaden their knowledge in specific subjects e.g.: entrepreneurship, marketing, medical design, automotive design, research, visualisation and others. Students who want to broaden their learning can take master's courses at other faculties and universities, both in the Netherlands and abroad.

For those students who want to increase the depth of their development as an industrial

design engineer, IDE offers more than 50 different courses. This includes courses from the other IDE master curricula.

Students specialising in Medesign will receive an annotation on their diploma supplement.

Career prospects

Graduates are well prepared to move into positions as strategic designers, project leaders in new product and service development, product and brand managers, innovation managers and consultants, and design and brand consultants. In all these positions designers can be seen as playing an entrepreneurial role: identifying, developing and introducing new business, either within larger corporations, as strategic design consultants, or in startup companies. Some graduates also choose to go into research, either in the commercial world or in academia. SPD graduates have been hired by leading companies and consultancies like Philips, Samsung, Unilever, Océ, TomTom, TNT, KPN, T-Mobile, L'Oreal, DSM, Happen, Fronteer Strategy, and Sunidee.



Top 30

Design and business programmes in the world



30%

International MSc students



52%/48%

M/F



250

Students in total