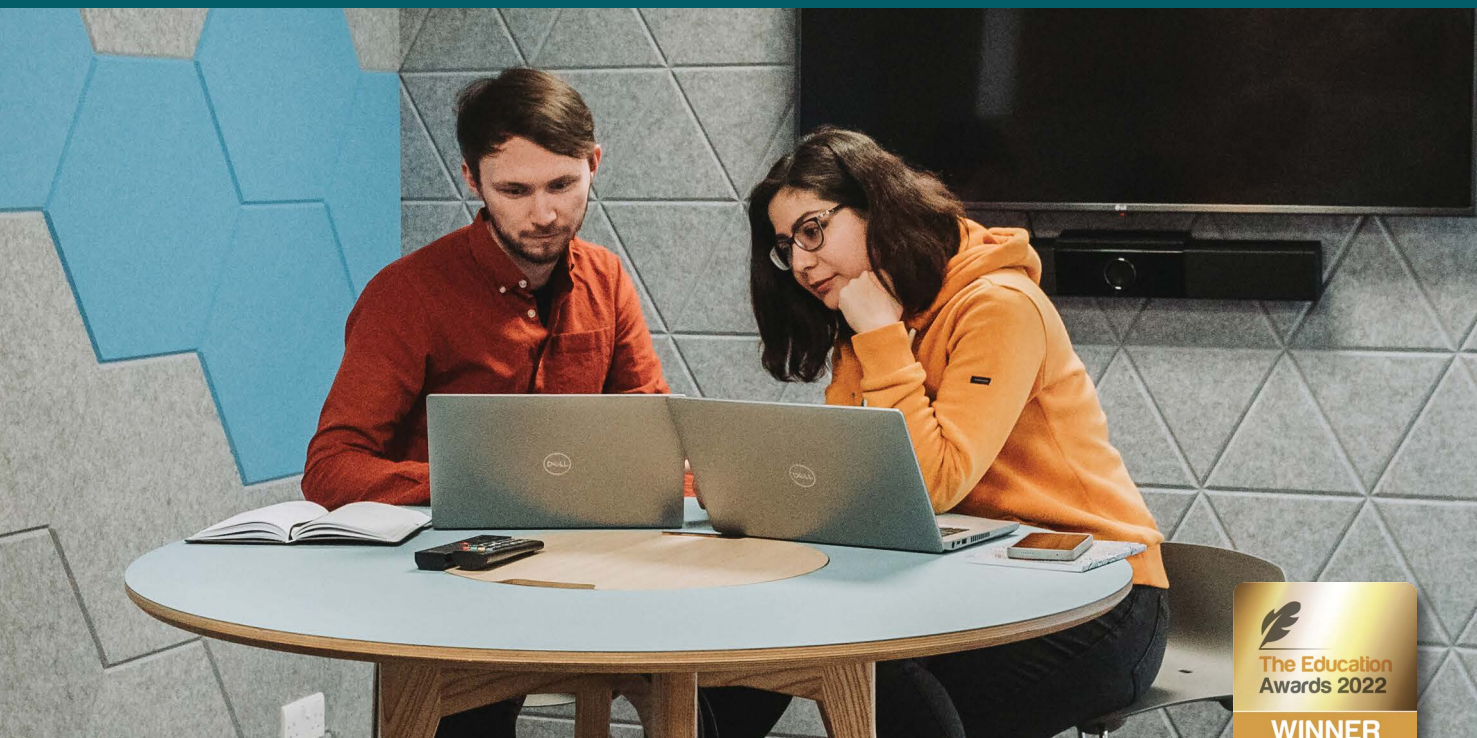


Master of Science in Design and Innovation



Do you want to become a leader in designing and implementing innovative solutions to real world problems?

Expertise developed through the Master of Science in Design and Innovation programme will develop key skills in innovation, design, management and leadership which are relevant and necessary across fields from public services through to small businesses and high-tech multi-nationals. Skills gained during this programme are applicable in technical posts as well as in service, business and customer-facing roles.

Course Title

MSc in Design and Innovation

NFQ Level

9

Campus

ATU Galway City, Dublin Road campus

Duration

2 Years



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University



This Masters programme is ideal for those looking to:

- Upskill for leadership roles
- Enhance your organisation's capacity to innovate in products, services, or processes
- Collaborate with peers from a range of professional experiences and backgrounds
- Future-proof your career and your organisation

The course content has been inspired by the Stanford d. School's Design Thinking philosophy and is universally applicable.

What to Expect

The course has been designed for people in full or part-time employment. Classes will run:

- Every second Saturday morning. All online, apart from 2 classes each semester which will be on campus in Galway.
- On two weekday evenings. These will be one-hour duration online classes.

This course adopts a practical "learning by doing" approach. Team-based work and flexible learning methods are used, as well as self-directed learning. Assessment is 100% project based.

Course Content

Semester 1:

▪ Applied Design Thinking (10 ECTS)

This module will develop core skills in problem solving using design thinking processes, with an emphasis on empathetic and human-centred design, concept generation and prototyping, testing and implementation.

▪ Product and Service Processes (10 ECTS)

Learners completing this module will participate in a team project to develop a solution to a design brief that will result in: a product design, a service design and/or a product-service system (PSS)

Semester 2 & 3:

▪ Research Methods (10 ECTS)

This module will provide students with the theoretical foundations of research, research methodologies and methods of data collection to support their design and innovation decisions. A particular focus will be action-oriented research methodologies to support the subsequent dissertation.

▪ Design Innovation Project (30 ECTS)

The module will provide learners with the mindset, solutions, and tools to build teams that will drive design and innovation in their organisations. The module team project will encompass the entire design and innovation development process, from vision and formation, through to test and validation of new business opportunities. This module is modelled on the Stanford ME310 Module which is now delivered in a growing number of third-level Institutes and Universities across the world.

Semester 3 & 4:

▪ Dissertation in Design & Innovation (30 ECTS)

This module provides students with an opportunity to conduct research in Design and Innovation and associated organisational realignment that is relevant and applicable to their place of work. Participants will have previously chosen a research topic in the Research Methods module with the purpose of applying Design and Innovation to a specified situation within their work environment.



"Innovation in products and services is underpinning the growth and expansion of our existing enterprise base, driving success in international markets and export growth, and overall business resilience."

Impact 2030 – Ireland's Research and Innovation Strategy

"In knowledge-based economies, education underpins growth as it is the main driver of technological innovation and productivity."

National Planning Framework (NPF): Project Ireland 2040

"Our vision is to position Ireland as a global exemplar of design-led public service transformation."

Action Plan for Designing Better Public Services 2024 – 2025 Dept. of Public Expenditure, NDP Delivery & Reform

"Design Thinking is now being used by almost 60% of companies as their operating model in driving innovation."

PwC (PriceWaterhouseCoopers) Study 2018

Career Opportunities

The course has been designed to meet national and international needs. Therefore, opportunities exist in:

- Leadership Roles in Design and Innovation
- New Product or Service Introduction Management
- Product/Service/Process Management
- Project Management in Product and Service Sectors
- Strategic Marketing and Market Research
- Innovation Management
- Research & Development Management

Entry Requirements

This course is open to applicants with a Level 8 degree, 2.2 or higher, in any discipline. Applicants with other qualifications and with relevant work experience may also be considered through ATU's Recognition of Prior Learning (RPL) process.

I want to know more.
Who can I talk to?

Emer Cahill

Programme Co-ordinator

[E emer.cahill@atu.ie](mailto:emer.cahill@atu.ie)

Or find out more at www.atu.ie



www.atu.ie

@atugalwaycity

@ATUGalwayCity

@ATU_GalwayCity