



**SRH Fernhochschule – The Distance Learning University**  
**SPO: DEM2206\_120ECTS**

**Curriculum.**

**Study Program**

**Design Management - 120**

**ECTS**

**M.A.**

## Curriculum Master of Arts (M.A.) Design Management - 120 ECTS

Module	Examination	Semester			
		1	2	3	4
<b>Mandatory Modules</b>					
<b>Management Competences</b>					
Empirical Research (Engl.) (6 ECTS)	Student Paper (10 pages)	6			
Change Management (Engl.) (6 ECTS)	Student Paper (20 pages)	6			
General Business Administration (Engl.) (6 ECTS)	Student Paper (20 pages)		6		
Marketing (Engl.) (6 ECTS)	Student Paper (20 pages)			6	
<b>Design Management Competences</b>					
Design Management Strategy (6 ECTS)	Submission Tasks (15 pages)	6			
Design Management Leadership (6 ECTS)	Submission Presentation (slides plus explanations)		6		
Decision Making, Management and Design (6 ECTS)	Submission Tasks (15 pages)			6	
<b>Design Competences</b>					
Design Theory, Scientific Design Concepts & Design Science (6 ECTS)	Student Paper (20 pages)	6			
Design Research & Design Methods (6 ECTS)	Submission Tasks (15 pages)		6		
Design Systems & Designing in complexity (6 ECTS)	Learning Journal			6	
<b>Specialisation and Practice</b>					
Project 1 - Practice-based research (6 ECTS)	Project Exam (20 pages)	6			
Project 2 - Research based project (6 ECTS)	Project Exam (20 pages)		6		
Project 3 - Methodology research (6 ECTS)	Project Exam (20 pages)			6	
Master Thesis and Colloquium DEM 120 (30 ECTS)	Colloquium (45 minutes) und Master Thesis (60-80 pages, processing time 6 months)				30
<b>Elective Modules</b> Students choose 1 elective module in the 2nd semester and 1 elective module in the 3rd semester.			6	6	
Culture & Ethics (Engl.) (6 ECTS)	Student Paper (20 pages)				
Data Analysis (Engl.) (Options: Qualitative or Quantitative Alignment) (6 ECTS)	Student Paper (20 pages)				
Financial Management and Corporate Decisions (Engl.) (6 ECTS)	Case study (20 pages)				
German-Chinese Business (Engl.) (6 ECTS)	Student Paper (20 pages)				
Human Capital Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
International Business (Engl.) (6 ECTS)	Student Paper (20 pages)				
International Business Law (Engl.) (6 ECTS)	Student Paper (20 pages)				
Risk Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
Strategic Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
<b>Credits total</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>