Master of Science in Strategic Design for Global Leadership

Designed for Global Executives

On-Site in Paris, New York, and Asia and Online

THE NEW SCHOOL

PARSONS
Executive Education

●◗◗ "Our design-inspired approach to learning will forever change the way you think, solve problems, and see new opportunities."

—Melissa Rancourt, Senior Director of the MS in
   Strategic Design for Global Leadership Program

◉ › Master of Science in Strategic Design for Global Leadership

Elevate your business leadership skills and develop the vision and expertise you need to master the ever-evolving challenges of the global business economy. Here, at the #1 design school in the United States, you learn to apply a user-centered, holistic approach to management that unlocks Return on Design (ROD)—improved performance, increased resilience, dynamic new customer experiences, and maximized growth.

Spend 18 months as part of an intimate cohort of peers, faculty, and business leaders in a flexible global program that features a mix of virtual learning and collaboration with week- and weekend-long intensives in Paris, New York, and Asia—all while maintaining your current job.

Our program is designed to equip you with the skills and tools you need to navigate and leverage uncertainty. Equipped with a Master of Science in Strategic Design for Global Leadership, you'll unleash your creativity, challenge the status quo, and find bold and sustainable solutions for success in the global economy.

Credits
36

Duration
18 months

Format
Hybrid: On-site classes in Paris, NYC, and Asia and online

Average Professional Experience
12 years

⊙ › Key Benefits

- Knowledge of design-led strategy and its power to create sustainable approaches to business and social problems in global contexts

- Expertise in business model development, creative team management, and entrepreneurship through coursework that replicates real-world industry scenarios

- An understanding of the complexities of the new global economy and how the application of innovation, creativity, and collaboration can lead to groundbreaking solutions

- The opportunity to create a lifelong professional network of peers and exposure to global cultural and business perspectives through a fully integrated international program with opportunities to travel to and collaborate across three continents

"What I loved about this program is that it fosters looking at things in a way that is fresh and new and challenges your assumptions—ultimately allowing you to find a way to design a new reality and watch the problem you thought you were facing be reframed to not be a problem at all."

—Jack Roberts '18, Entrepreneur

◉ › **Curriculum**

As a design and management graduate student, you will focus on the evolving global economy and be exposed to sophisticated real-world perspectives on business, operations, sustainability, management, leadership, entrepreneurship, design innovation, and design research.

Our world-class, innovative curriculum is custom designed for busy professionals. Consisting of a series of short courses, each of which starts with a weekend on-site intensive in Paris and two week-long studios in New York and Asia, this program is tailored to meet the unique needs of today's working professionals by maximizing outcomes while minimizing time away from the office. In fact, you will need to step away from your desk for only 18 days over the course of the program.

Studying at the intersection of business, design, and innovation, you will be well equipped to drive positive change and significant business growth through instruction and mentorship from some of the greatest minds that Parsons has to offer—all while maintaining your day job.

Courses include Designing and Implementing Sustainable Business Models, Managing Creative Projects and Teams, Design Innovation and Leadership, New Design Firms, and Integrative Studios—each of which puts learning into practice. In the studio courses, you work directly with companies and organizations to address real-world business challenges through strategic design knowledge gained in the classroom.

1   Strategic Design and Management in New Economies
Exposes students to the contexts, complexities, and conditions of the new economy, based on services and experiences and characterized by transience

2   Sustainable Business Models
Develops students' technical and practical abilities and competencies, enabling them to innovate in order to commercialize and capitalize on creative ideas and solutions in sustainable and service design

3   Managing Creative Projects and Teams
Enables students to employ creative tools and hands-on techniques that allow them to contend with new socioeconomic conditions, constraints, and controversies, equipping them to better lead their teams

4   Design Innovation and Leadership
Explores prevailing frameworks such as reverse, open, and disruptive innovation, enabling students to identify and categorize contemporary innovations

5   Integrative Studio (NYC)
Draws on students' backgrounds and current professional and educational contexts in complex multidisciplinary projects requiring interactive, collaborative, and innovative responses

6 Regulatory and Ethical Contexts

Exposes students to new information technologies as products and production modes in their own right

7 Independent Projects

Presents design business innovation opportunities in the context of new social and market trends, new technologies, emerging and alternative economies, and evolving political and regulatory frameworks

8 New Design Firms

Exposes students to the contexts, complexities, and conditions of the new design or design-intensive firm producing service and experience products

9 Integrative Studio (Asia)

Explores the overlap between business and design innovation to help students express tangible and implementable ideas, enabling them to develop a pitch or proposal for a business start-up

"I am very aware of the person I was before Parsons and after Parsons. The biggest changes I see in myself are confidence, networking abilities, and the feeling that I can achieve anything."

—Maurits Montanez '17, Entrepreneur

⊙ › The Process

Five Steps That Lead to Effective Design Thinking

1 Empathize
Learn about the audience for whom you are designing.

2 Design
Construct a point of view based on user needs and insights.

3 Ideate
Brainstorm and come up with creative ideas.

4 Prototype
Build a representation of one or more of your ideas to show others.

5 Test
Return to your original user group and test your ideas for feedback.

"The master's program is perfectly designed to allow participants to learn the concepts and then go into the real world and apply them."

—Catalina Ramírez Botero '18, Export Manager and Entrepreneur

BRIGHT /
IGHT

think/
low pressure

free-wif
CHARGERS.

ndow
display

SELF
DIRECTED

Talk in
user fie
language

ducts

manageable
layout

EXPERTS

Design

Creative
window
display

no questions
off limits

FREE WIFI /
CHARGERS

honest
advice

⦿ › Participant Profile

The program recognizes the importance of creating and fostering peer-to-peer relationships between individuals who will be developing innovation across a spectrum of business specialties. You'll be joining a exclusive and intimate cohort, a diverse group of leaders who will become part of your growing global network.

At a Glance: Our Network of 85+ Global Leaders

Professional Experience
Average: more than 12 years, ranging from 5 to 20 years

Examples of Industries
Education, hospitality, design agencies, engineering, food, manufacturing, consultancies, medical, furniture, banking, film, financial technology, telecom, sportswear, military, large-scale retail, consumer brands, fashion, architecture

Global Companies
IKEA, EY, Johnson & Johnson, PwC, Valentino, Capital One, Adidas, Walmart, Motorola, BBVA, LinkedIn, Microsoft, and more

⦿ › Global Community

Up to 20 students are accepted for each cohort. You will be part of an intimate, collaborative cohort of professionals from diverse backgrounds. As your knowledge base expands, so will your network.

The Innovative Leader

A leader in business and technology, you are experienced in driving the operations and managing the technical, analytical, or strategic aspects of your company. You recognize that combining your expertise with creative design-inspired approaches to commerce will maximize your ability to continue to lead growth and identify new opportunities.

The Creative

You are an individual who has studied, produced, or led design and design-inspired initiatives. Building on your perspective on the potential of creativity to drive change and innovation, you seek to enhance your strategic expertise by combining your knowledge of craft with an understanding of business process.

The Entrepreneur

You seek to develop and implement new ideas for products, services, or businesses. You combine your drive and experience with what you learn and turn your ideas into real innovations.

●◗◗ "The executive master's program made me quicker at looking for bigger ideas, at pushing for innovation. I am more confident at being a positive disruptor."

—Teresa Norman, Vice President, Design Operations, UnitedHealth Group

◉ › **Why Parsons Executive Education?**

While most management curricula focus on ROI, our programs take you on a journey that delivers Return on Design. We offer a high-impact learning environment that will enable you to:

- Practice approaches to problem solving that will maximize your ability to adapt to change

- Master human-centered methods that will help you transform your organization and create memorable experiences for your audience

- Harness new sources of value for building successful products and services while designing risk out of the process

- Master the art of prototyping and making ideas tangible to maximize stakeholder and customer buy-in

- Create multilevel impact by employing systems thinking and ecosystem business models, an approach well suited to the new era of complexity

◉ › For Employers

Elevate Your Organization's Teams

The master's program can be designed for teams as well as individuals. Employers can partner with us to create opportunities to offer the program to their employees, equipping them with design approaches and leadership skills that can be applied immediately for the benefit of the organization. The capstone (independent project) allows students to apply their knowledge to a personal or employer project. Employers can obtain solutions to problems or explore concepts that they cannot themselves address, perhaps because of time or personnel constraints.

●▶▶ Contact

Take the conversation further and start your journey today.

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#ParsonsGEMS

Priority Application Deadline
December 15
Rolling admission after December 15

Program Start Date
July