Strategic Product Design

Mastering design's impact on business and markets

Degree	MSc Strategic Product Design
Credits	120 ECTS, 24 months
Starts in	September and February
Language of instruction	English
International students	20%

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.

Programme
The focus of the Strategic Product Design (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.

Ranking
The MSc SPD has been ranked by Business Week as one of the world's top 30 design and business programmes.

TUDelft

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 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.

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			Strategic Value of Design 3 EC		
		12 EC	Brand and Product Commercialisation		8 EC
Design Roadmapping	3 EC	New Product Economics 3 EC	SPD Research		
Context and Conceptualisation		6 EC			13 EC

Second year 60 EC					
Semester 3	Q1	Q2	Semester 4	Q3	Q4
Semester for creating personal focus			Graduation Project		
		30 EC			30 EC

- ▇ Project
- ▇ Master specific courses
- ▇ Shared Master courses

1 EC = 28 hrs study, according to the European Credit Transfer System (ECTS).
One academic year = 60 EC.   Total amount of credit MSc programme = 120 EC.

For more information on all courses: **www.studyguide.tudelft.nl**

Specialisations

Shape your master

In this curriculum, 30 EC is reserved for electives. This provides the students freedom and enables them to shape their personal programme. Students can persue 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 Medisign will receive an annotation on their diploma supplement.

" I believe that behind every great product design there is a great strategic design. After addressing the product design process in my bachelor's I felt that I wanted to specialise a bit more and gain a deeper insight into a specific stage of product design process. SPD focuses on the specific stages in the design process where strategy is very important. I learned to design from the company's point of view and how to advise companies in their innovation processes. SPD is in the top 30 of best design business schools in the world, because the unique combination of product design thinking and business thinking that is applied. The master's taught me how I could benefit from and use my designer skills in a business environment. The courses in the SPD programme are aimed at learning how to creatively solve strategic challenges. Therefore it is less hands-on product design and more research focused. Market needs, consumer research, competitors, branding, market introduction, product economics, leading innovation and corporate strategy are examples of topics that are addressed during this master's. SPD showed me the possibilities of design as a trategic tool and taught me how to successfully combine design and business aspects. "

Student Eva Dijkema
The Netherlands

**Managing visionary design projects
for Philips Design and Volkswagen**
Researching how a large corporation
organises its procedures for envisioning
future opportunities for products and
services. Changes in the company's
visionary design projects are proposed,
so that they can better inspire current
development practices for new products
and services.

Smart boarding for KLM
Studying how priority and economy
passengers board an airplane from an airport
gate. The results are used for an accelerated
boarding service that is a better experience
for both priority and economy passengers.

**Redesign of an online packaging design
research tool for MetrixLab**
Redesigning an online, simulated retail store
space to include a 'magnifier' that highlights
a selected product. The new tool closely
approximates actual instore behaviour and
is a costeffective solution for studying new
product acceptance in retail environments.

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.

**Alumnus Erik van Vulpen
The Netherlands**

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After my graduation from the MSc
in Strategic Product Design, I started
as a business consultant in the Dutch
energy sector. Working for five years at
First Consulting, I contributed to various
projects optimising processes by acting as
an intermediary between front office, back
office, IT, and legal departments.

After working in the energy sector, I was
given the opportunity to work for Sonos.
Sonos develops, manufactures and sells
wireless hi-fi music systems worldwide.
Sonos' mission is to fill every home with
music, so this really is very much in keeping
with my personal passion for music. My
position at Sonos is project coordinator
for global customer care. This means I am
responsible for preparing customer care for
new products, software launches and all
promotion efforts.
In my job as project coordinator I benefit
in two ways from the Industrial Design
Engineering programme - practical
and general. Practical, because I still
use various brainstorming and group
facilitation techniques and apply knowledge
about product development processes.
And general, because I use the 'Delft
approach' to solve problems. This means
in a structured way, and always with the
customer experience at the forefront. In
addition, SPD gave me the opportunity to
have a lot of fun while working on projects
with fellow students, which in my opinion is
also very important in any job!

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Admission requirements and application procedures

Dutch university BSc degree

If you hold a BSc degree of Industrial Design Engineering from Delft University of Technology, Eindhoven University of Technology or University of Twente, you will be admitted directly into the programme. If the master's programme does not follow directly on from your undergraduate programme, you will be required to take additional courses in a so-called bridging programme. For more details and to see which master's programmes are open on completion of your BSc degree at a Dutch university, go to:
www.io.tudelft.nl/schakelen-naar-IO.
If your degree is not listed here you will not be admitted.
The deadline for application is 30 November. Students who are accepted can register before 1 February on:
www.tudelft.studielink.nl.

Dutch higher education BSc degree

To start a master's programme with a hbo BSc degree, you will first need to check the relevance of your degree at:
www.io.tudelft.nl/schakelen-naar-IO.
At this website you will also find information about the additional admission requirements, the registration procedures, and the registration deadlines. If your degree is not listed, or if you do not meet the additional admission requirements, your application will not be taken into consideration.
The deadline for application is 30 November. Students who are accepted can register before 1 February on:
www.tudelft.studielink.nl.

For more details consult the brochure:
Van HBO naar Industrieel Ontwerpen
or visit the webpage:
www.io.tudelft.nl/schakelen-naar-IO.

International degree

To be considered for admission to a master's programme, applicants with an international BSc degree must make a formal application for admission.
For the starting moment in September the application period starts in October and closes on 1 April. Please note that your complete application should reach TU Delft before 1 December, should you want to apply for a TU Delft Excellence scholarship.
For the starting moment in February the application period starts in August and closes on 1 October.

To start a master application, please complete the online application and pay the (refundable) application fee of € 100. The required application documents need to be uploaded digitally through the upload portal. Please visit the webpage for admission requirements, deadlines, application procedures and contact information: **www.spd.msc.tudelft.nl**.

For further information
Please visit the website for all details, complete requirements, deadlines and contact information:
www.spd.msc.tudelft.nl

Further information for Dutch applicants
Academic Counsellors
ir. J.C. Thieme, j.c.thieme@tudelft.nl
ir. C. Veldhuizen, c.veldhuizen@tudelft.nl
ir. W.M. Biemond, w.m.biemond@tudelft.nl

Further information for international applicants
Internationaal Office IDE
internationaloffice-io@tudelft.nl

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Landbergstraat 15
2628 CE Delft
The Netherlands

More information on:
Scholarships: www.scholarships.tudelft.nl
Online education:
www.tudelft.nl/online-education
Our campus: campus.tudelft.nl

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