

**BUSINESS
SUCCESS
HAPPENS
BY DESIGN.**

KENDALL COLLEGE OF ART AND DESIGN
OF FERRIS STATE UNIVERSITY **MBA CERTIFICATE**
IN DESIGN & INNOVATION MANAGEMENT

WHAT IS IT?

THINK BIGGER.

The fact is, design is revolutionizing business. That's why we created the MBA Certificate in Design and Innovation Management. It exposes business people to the process of design thinking and teaches designers how to talk business.

Our goal: Advancing business through innovation. It's about using design as a business tool. We're equipping leaders to take a new approach, promoting design as a change agent for business. Sound interesting? It's time to take a seat at the table.

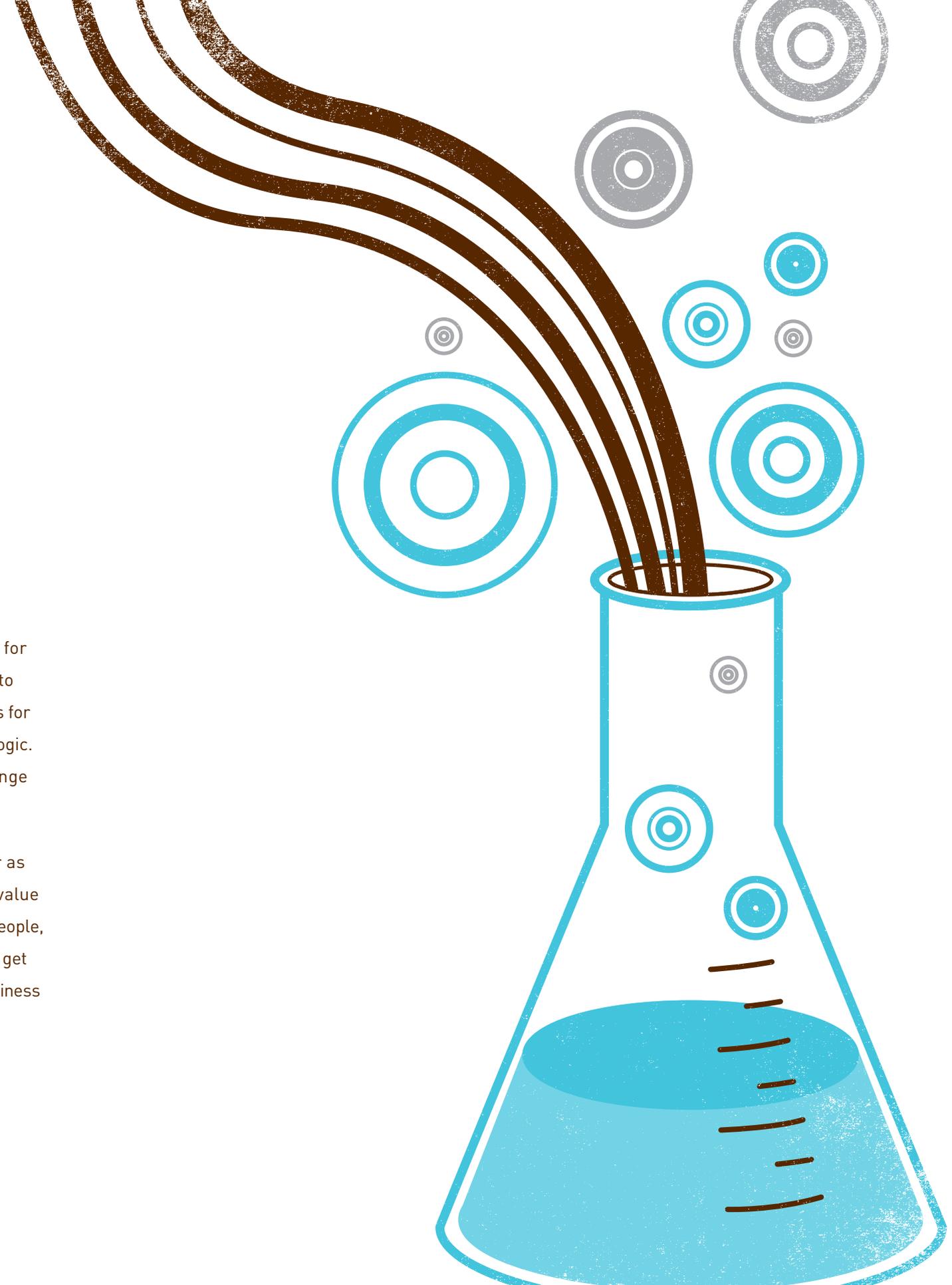


WHO IS IT FOR?

A FORMULA FOR SUCCESS.

The MBA Certificate in Design and Innovation Management is for business professionals and creative professionals who want to differentiate themselves and get an edge in the marketplace. It's for people who want to become more user-centered, leading with logic. If you want to be a problem solver, critical thinker, and challenge ideas and processes, then you've found your place.

Whether you take the program as a stand-alone certificate or as part of a Ferris MBA, you'll be with others who recognize the value of collaboration in business and design. It's for engineers, salespeople, programmers, managers, designers, scientists, marketers... you get the idea. If you want to use design thinking to thrive in the new business era, this is the place for you.

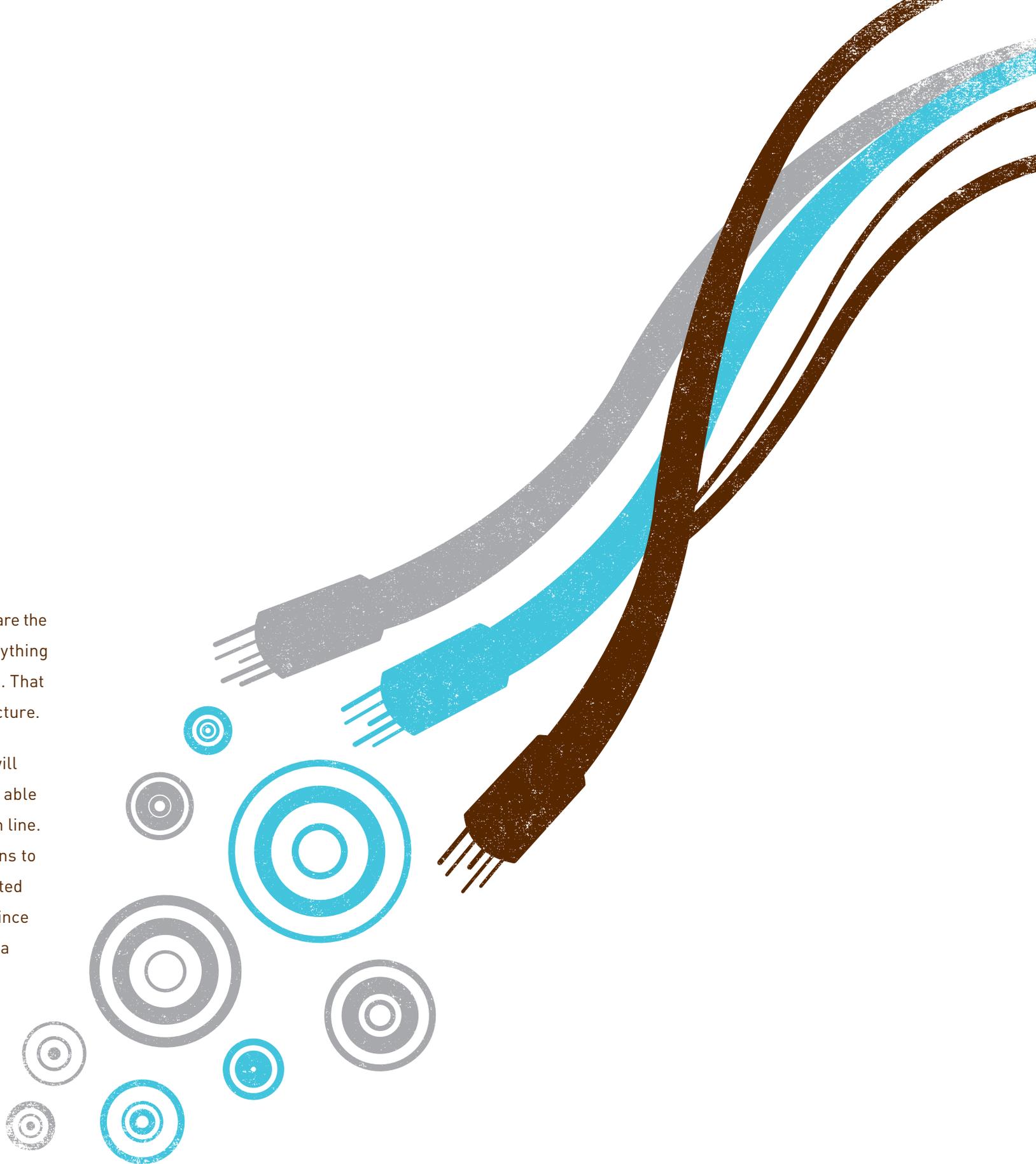


HOW WILL I BENEFIT?

REWIRE YOUR FUTURE.

The companies garnering worldwide recognition for innovation are the ones embracing design thinking. Design is at the root of everything they do. They have built and sustained a culture of innovation. That approach to success began with someone who saw the big picture.

The MBA Certificate in Design and Innovation Management will help you shape your company, breeding innovation. You'll be able to measure the impact of design and innovation on the bottom line. You'll have sustainability know-how. You'll know the questions to ask to improve your products, services and systems. Integrated thinking will help you offer real, insightful solutions and convince decision makers. People will look to you for unique input on a project, increasing your value around the table.



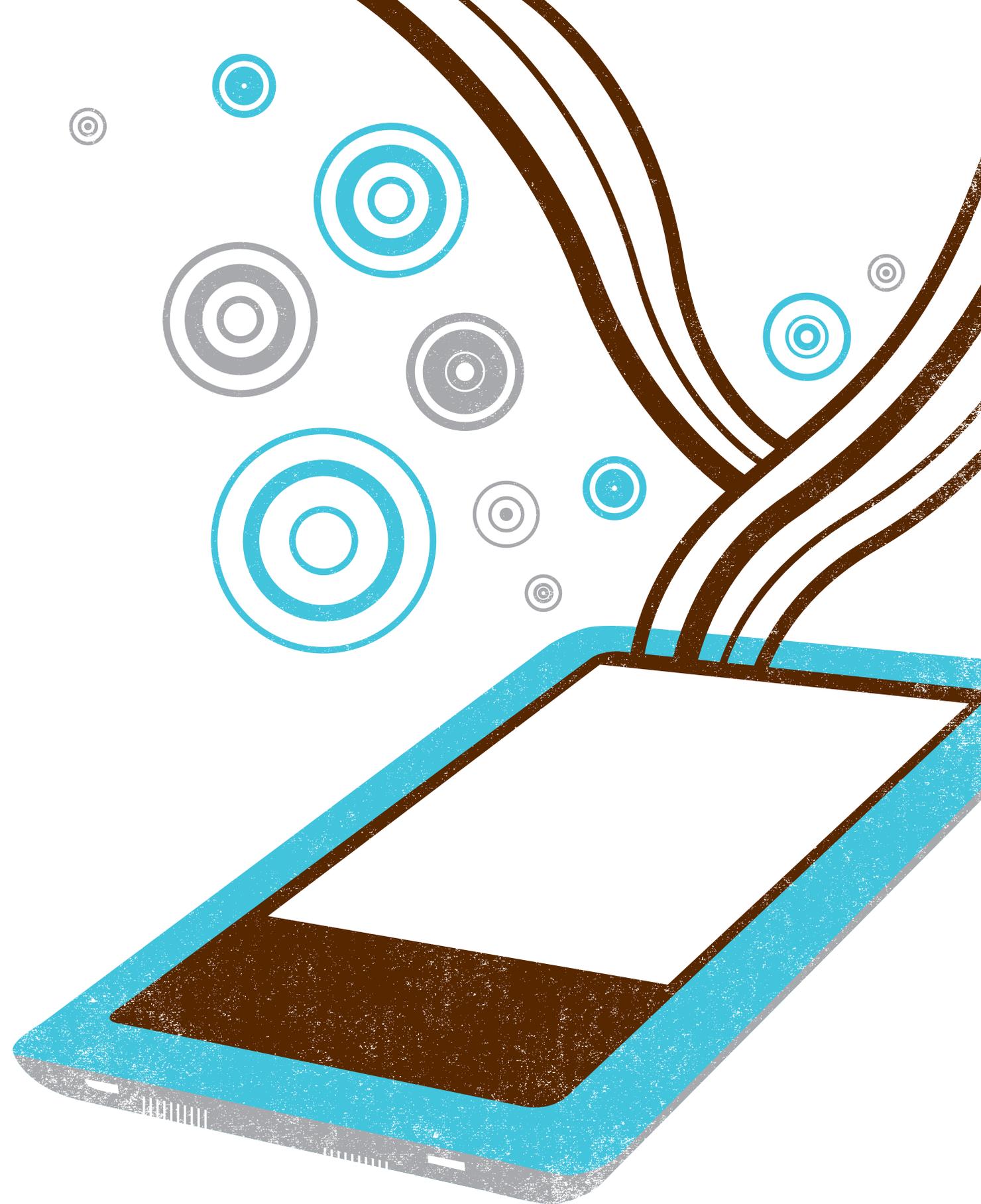
HOW DOES IT WORK?

INNOVATION EDUCATION.

The program blends learning formats (online, classroom, individual and group work) for a flexible learning structure that caters to a variety of learning styles. The majority of the coursework is online, taught by Kendall faculty. The weekend learning, brainstorming, simulation and collaboration sessions are taught by visiting professors. These required, on-campus classes occur at the beginning and end of each seven-week course. Visiting professors are renowned design and business leaders with expertise in process, communications, sustainability and leadership. They'll develop and critique your collaborative project while providing connection and context to the course.

The certificate can be completed in two semesters. The introductory course, KDES 650, is the prerequisite to the other courses, which we recommend taking in sequence.

For more information, visit kcad.edu/mba/how-does-it-work



“Design is hard to measure — and business programs are all about measurement. Helping businesses understand the process of designing products, services and experiences lays the groundwork for innovation.”

— MAX SHANGLE, PROGRAM COORDINATOR

“The natural evolution from design doing to design thinking reflects the growing recognition on the part of today’s business leaders that design has become too important to be left to designers.”

— *CHANGE BY DESIGN*, TIM BROWN

“It’s ahead of the curve, training design revolutionaries to go back into their companies and transform them to fit a new economy.”

— MIKE DAVIS, ALUMNI

“I spent 10 years practicing design and needed help defending it.”

— MIKE DAVIS, ALUMNI

“To say Ferris is supportive of an adult learner is an understatement.”

— VALERIE GARETT, ALUMNI

“Companies that are getting the most attention are incorporating design thinking — businesses like Starbucks, Apple, and local businesses like Herman Miller.”

— MAX SHANGLE, PROGRAM COORDINATOR

“Design thinkers are looking for new insights that will enable them to push knowledge forward.”

— *THE DESIGN OF BUSINESS*, ROGER MARTIN

“Students say they’ve changed their approach to how they handle business because they’ve become more systemic thinkers. Instead of reacting to a situation, they try to understand the circumstance, and design a solution around it.”

— ANGIE DOW, PROGRAM CO-FOUNDER

“The most successful businesses in the years to come will balance analytical mastery and intuitive originality in a dynamic interplay that I call design thinking. The firms that master [design thinking] will gain a nearly inexhaustible, long-term business advantage.”

— *THE DESIGN OF BUSINESS*, ROGER MARTIN

“Understanding the value of design is a business imperative. Recognizing design as a business problem-solving discipline becomes an educational opportunity. This concentration helps bridge the gap between design and business.”

— JOHN R. BERRY, SENIOR CONSULTANT, GREYSTONE GLOBAL; VISITING PROFESSOR

WHAT WILL I LEARN?

GET DOWN TO (WELL-DESIGNED) BUSINESS.

Each course dives into design thinking from a different angle. The result? Creative problem solving, sustainability smarts, and a common vocabulary for a diverse group of professionals. Overall, a fresh perspective, rejuvenating the way you see design and business. Check out complete course descriptions at kcad.edu/mba/course-descriptions

KDES 650

DESIGN AND INNOVATION PROCESS MANAGEMENT

Make it work: Learn how innovation, creativity, design, and problem-solving processes play into a design-centered corporate culture.

KDES 651

DESIGN COMMUNICATION MANAGEMENT

Make it work: Learn to speak the language of design and business. You'll be able to research user needs, see solutions, and identify how a collaborative culture brings innovation.

KDES 750

SUSTAINABLE DESIGN AND SYSTEMS MANAGEMENT

Make it work: Learn about sustainable design and help your business foster an innovative organizational culture.

KDES 751

LEADERSHIP BY DESIGN

Make it work: Learn ways to measure innovation's effect on your business's bottom line and lead by putting design at the center of your organization. Gain a competitive advantage by blending business and design thinking.

Read complete course descriptions at www.kcad.edu/mba/course-descriptions

REQUIREMENTS

MAKE IT HAPPEN.

Whether pursuing the certificate by itself or as part of an MBA, applicants must have a Bachelor's degree from a regionally accredited university. Since the program is designed to enhance your professional career, we recommend that applicants have 3+ years of experience in their field. Visit <http://cbgp.ferris.edu/content/admission.cfm> for more information.

How do I apply? Applying is easy! You can apply online (free) or download forms and send in a hard copy application (\$30 application fee). Get the details at <http://cbgp.ferris.edu/content/admission.cfm>

How much does it cost? We are committed to offering a cutting-edge program at an affordable price. Many companies have employee education plans to reimburse some or all expenses — check with your employer. Loans may be available for MBA students. Visit kcad.edu/mba/cost for complete information on program cost and financial aid.

FAQ

WHAT IS THE DESIGN AND INNOVATION MANAGEMENT CERTIFICATE?

It's a certificate that can stand alone or fulfill part of a Ferris MBA. It uses design as a business tool, exposing business people to the process of design thinking and teaching designers how to talk business.

WHO IS IT FOR?

The certificate is for business and creative professionals who want to expand their way of thinking and differentiate themselves in the marketplace.

WHAT WILL I LEARN, AND HOW WILL IT BENEFIT ME?

You'll learn how to promote a culture of innovation and use design thinking to improve your business. Visit kcad.edu/mba/course-descriptions for complete course descriptions.

HOW DOES THE PROGRAM WORK?

Several learning formats (online, classroom, individual and group work) are blended to create a flexible learning structure. The majority of the coursework is online, taught by Kendall faculty members. Required on-campus weekend sessions at the beginning and end of each seven-week course are taught by industry leaders, specially selected for their design leadership expertise.

HOW DOES ONLINE LEARNING WORK?

You'll regularly interact with professors and classmates via FSU's web portal and online communication resources like Skype™ and Google docs™. Visit kcad.edu/mba/how-does-it-work for more information.

IS ADMISSION TO FERRIS' MBA PROGRAM REQUIRED?

No. The MBA Certificate in Design and Innovation Management can be taken alone or as part of Ferris' MBA program.

HOW DO I APPLY FOR THE MBA CERTIFICATE IN DESIGN AND INNOVATION MANAGEMENT?

You must apply through Ferris' MBA program. Apply online at <http://cbgp.ferris.edu/content/admission.cfm>

WHERE ARE THE WEEKEND SESSIONS HELD?

The weekend sessions are held at Kendall College of Art and Design in Grand Rapids, MI. Local community resources are used to provide a design experience and establish context for the course work.

Kendall College of Art and Design of Ferris State University

**For more information on the Kendall MBA Certificate Program,
contact KCAD Admissions.**

kcadadmissions@ferris.edu

1-800-676-2787

**For more information on the MBA at Ferris State University,
contact Shannon Yost.**

yosts@ferris.edu

1-231-591-2168



Imagine More

