

# MBA in Design Strategy from California College of Art & Design



## Vision & Values

- By uniting the studies of design, finance, strategy, entrepreneurship, meaning and sustainability, the MBA Design Strategy (DMBA) provides the tools to manage in today's interconnected markets with a vision of business as sustainable, meaningful, ethical, profitable and truly innovative

## Initiatives of Note

### Design

**ENGAGE:** Combines CCA community arts program's successful model of engagement with the project-based approach of the architecture and design disciplines (available for undergraduate and graduate).

**Leading by Design Fellows Program:** Dynamic education experience, taught at the intersection of design thinking, business strategy, leadership and sustainability, by which seasoned professionals are equipped to shape a thriving future for themselves, their organizations and the world (studio-based curriculum only for executives and managers).

### Sustainability (CCA & DMBA)

**2009 Solar Decathlon:** A high-profile competition sponsored by the U.S. Department of Energy. The competition focuses on a crucial global problem (energy) and offers real solutions.

**Farm Day Project:** In 2009, students, staff and community members gathered to build a 66-foot-long farm the Brownfield site, a toxic strip of land in need of cleaning and restoration.

**Green Luxury Studio:** Sponsored by PPR (parent company of Gucci and Puma), this program allows students to work with new materials and processes and to influence culture in ecologically sound ways.

### Curriculum

**DMBA Design Strategy curriculum** includes the following courses:

- Traditional business courses
- Innovation Studio
- Leadership by Design
- Market Insight Studio
- Sustainability Studio
- Business Models & Stakeholders
- Experiences Studio
- Venture Studio
- Ethics & Organizational Culture
- Strategic Foresight