

# **GLOBAL EXECUTIVE MASTER OF SCIENCE IN STRATEGIC DESIGN & MANAGEMENT**

**Design Goes Global at Parsons**

**THE  
NEW  
SCHOOL**  

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For more information:  
[NewSchool.edu/DesignGoesGlobal](http://NewSchool.edu/DesignGoesGlobal)  
contact: [rancourm@newschool.edu](mailto:rancourm@newschool.edu)



# DESIGN THE FUTURE

## Preparing Leaders for the changing global economy

“Real value in today’s economy comes from innovating creative solutions.”

-- New School President David E. Van Zandt

Design isn’t just a way of doing – it’s a way of thinking. Today’s world demands better solutions, systems, organizations, and objects, challenging executives to develop and apply creative problem solving to business, technology, public services, communication, management, creative services, and design.

We are a university where design and social research drive approaches to studying issues of our time, such as democracy, urbanization, technological change, economic empowerment, sustainability, migration, and globalisation.



**Design-Led Education**

# PROGRAM AT A GLANCE

## Design Goes Global

The Parsons' Global Executive Master of Science in Strategic Design & Management will bring together a select group of emerging business leaders across a **spectrum of industries, cultures and experiences** to develop unique and in demand skills that integrate design, innovation and business. They will transform the workplace.

1st class of 25 Students

Launch in July 2016

Three-city global experience: Paris, Shanghai & New York City

Taught by international faculty who are leaders in the field

**Challenging. Unique. Industry-Changing.**

# LINKING STRATEGIC DESIGN-THINKING WITH MANAGEMENT KNOW-HOW

Non-traditional thinking and programs **will provide your team** with the edge they need to **advance your company**.

- Utilise methodologies including design thinking to explore the possibilities of what could be and discover proactive, holistic approaches to problem-solving.
- Draw upon **an interdisciplinary mix** of logic, intuition, imagination, and reasoning.



## Engaging and Developing a Community of Networked Leaders



# GLOBAL COMMUNITY

## 25 students to be accepted for July 2016



### 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 a cultivated sense of business processes.



### THE ENTREPRENEUR

Whether within your organization or venturing on your own, the entrepreneurial spirit drives you to create and implement new idea for products, services or businesses. Along with your drive and experience, you will apply what you learn and turn the projects you imagine into real innovations.



### THE INNOVATIVE LEADER

As a leader in business and technology, you are experienced at driving the operations, technical, analytical, or strategic elements of your company. You recognize that to continue to lead growth and successfully identify new opportunities, your expertise is best coupled with creative, design-inspired approaches to commerce.



## COHORT

You will be part of an intimate, collaborative cohort of professionals from diverse backgrounds.

As your knowledge-base expands, your network will do the same.



# INNOVATION WALKING DINNERS FOR NEW IDEAS

Each intensive course in Paris includes an evening of Innovation “TED talks” to learn directly from business leaders on the topic at-hand:

- World-class teachers from diverse backgrounds along with cutting-edge leaders who pose strategic issues for students to propose solutions
- Build your network for your professional development and client/partner potential for your company

# HANDS-ON INTERACTIVE STUDIOS

Put learning directly into practice

Combine business, management, and leadership coursework with design-centered studio work.

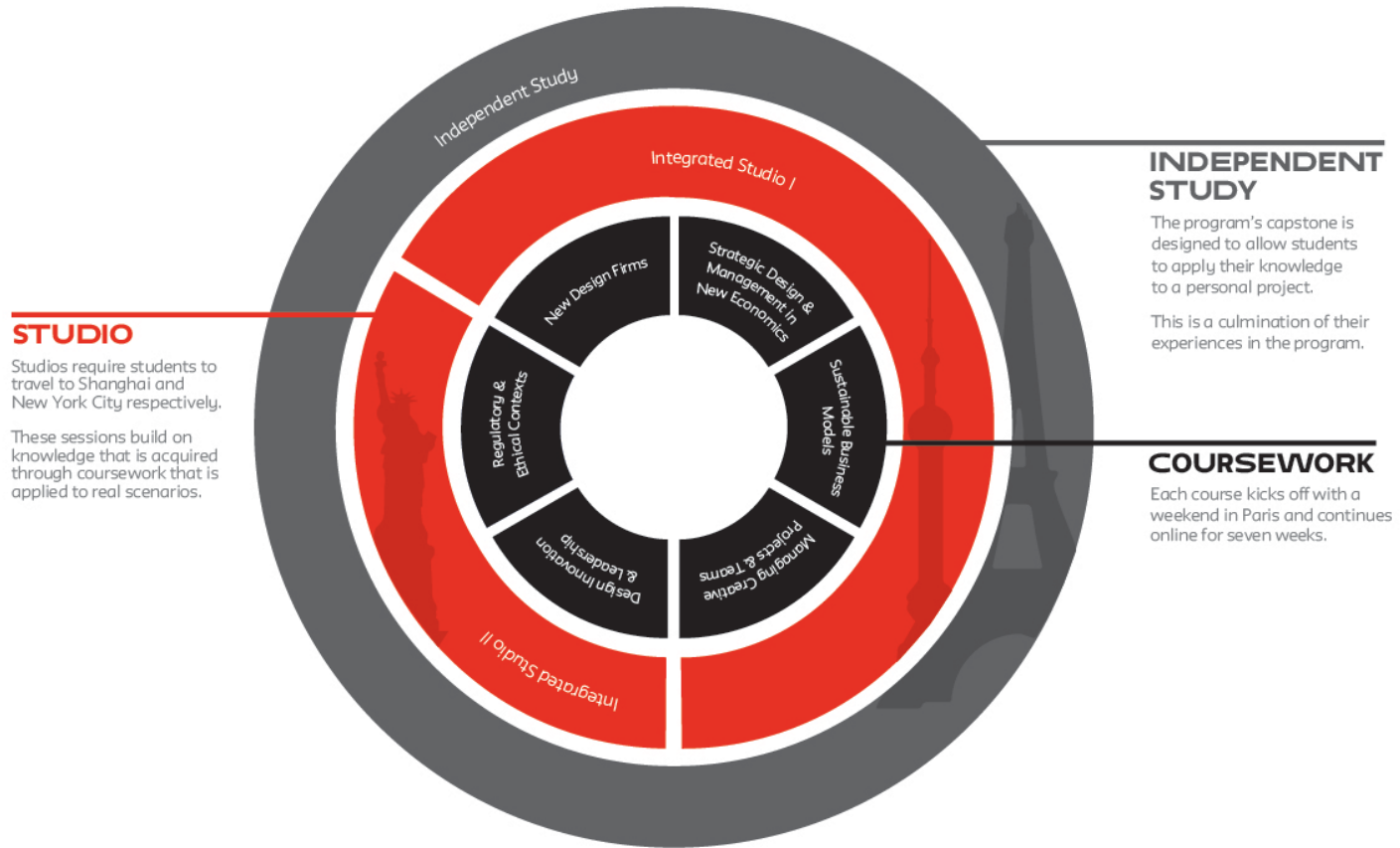
- Courses incorporate cutting-edge analyses of the digital information-based economy – which helps students to:
  - Develop new business models and organization designs.
  - Simulate real-world challenges – providing hands-on experiences.
  - Develop capacity to inspire and lead creative teams.



**Excel in the Age of Creativity and Innovation**

# THE CURRICULUM

18-months, 18 days out of the office



## STRATEGIC DESIGN AND MANAGEMENT IN NEW ECONOMIES

Exposes students to the contexts, complexities, & conditions of the new economy based on services, experiences, and transience. 1

## SUSTAINABLE BUSINESS MODELS

Develops students' technical and practical abilities, capabilities, and competencies to innovate in order to commercialize and capitalize on creative ideas & solutions in the areas of sustainable and service design. 2

## MANAGING CREATIVE PROJECTS & TEAMS

engages students in hands-on project management techniques worthy of new socio-economic conditions, constraints, and controversies. 3

## REGULATORY & ETHICAL CONTEXTS

Exposes students to new information technologies as products and production modes in their own right. 6

## INTEGRATIVE STUDIO (NYC)

Brings together the students' backgrounds and current professional and educational contexts with complex multidisciplinary projects requiring iterative, collaborative and innovative responses. 5

## DESIGN INNOVATION AND LEADERSHIP

Explores prevailing frameworks such as reverse, open and disruptive innovation to identify and categorise contemporary innovations. 4

## INDEPENDENT PROJECT

Design business innovation opportunities in the context of new social & market trends, new technologies, emerging and alternative economies, transitioning political, regulatory frameworks. 7

## NEW DESIGN FIRMS

Exposes students to the firm-internal and industry-specific contexts, complexities and conditions of the new design or design-intensive firm producing service and experience products. 8

## INTEGRATIVE STUDIO (SHANGHAI)

Explores the overlap between business and design innovation to help students express tangible and implementable ideas to create a pitch/proposal to form a business start-up. 9

**THE  
NEW  
SCHOOL**

**THE CURRICULUM**

# INTRODUCING THE FACULTY

## Melissa Rancourt

Prior to joining Parsons as Academic Director for the Global Executive Master, Melissa Rancourt has taught a wide range of courses in master's, MBA, and executive education. Melissa is an engineer & entrepreneur who owns 3 businesses headquartered in Brussels, Belgium, including an international NGO.

She is a two-time TEDx speaker for Brussels and Luxembourg, a United Nations speaker on human rights, Parliamentary speaker on gender equality and has presented at various events of all sizes in Europe, the United States, Brazil, India, and the UAE. In addition, she has appeared on the U.S. TV show Living Abroad, Bloomberg, Euronews and several other media.

<https://be.linkedin.com/in/melissarancourt>  
**Brussels**



## David Schreff

For over 25 years, David served as a senior executive and/or board director at iconic global brands and content management organizations including the National Basketball Association (President) Walt Disney (Vice-President); Marvel Entertainment (President/COO); Sportech (COO, The Americas) and USA Volleyball (the national governing body within the US Olympic Committee) where he served as Chairman, Board of Directors.

David is the author of two business books about the growth of global media and entertainment technologies. He consults widely with venture capital firms and private equity firms exploring new media and sports/entertainment technologies, including new ways to monetize sports data.

<https://www.linkedin.com/in/davidschreff>  
**New York City**

# INTRODUCING THE FACULTY

## Billy Burgess

Billy Burgess believes creativity, innovation and design should be a part of daily life, and is excited to contribute to Parsons' School of Design Strategy and Management.

Trained as a brand marketer and currently based in Paris, Billy's career has spanned beauty care, spirits, and Champagne brands. Responsible for conceptualizing, developing and deploying brand building initiatives; he has led award-winning projects that include digital and immersive experiences, advertising campaigns, new product launches, and package design.

<https://se.linkedin.com/in/billyburgess>

**Paris**



## John Rice

John Rice is Professor of Management at the University of New England in Armidale (Australia). He teaches in the strategic management and innovation. John's research has been published in leading journals including Research Policy, Technovation, Energy Policy, Sustainable Development & more.

As an educator, John has taught and researched in the UK, China, Taiwan, Hong Kong, Singapore and Thailand. He has co-authored numerous text books and teaching cases and is a passionate supporter of case-based teaching.

<https://au.linkedin.com/in/john-rice-2b218b1>

**Australia**

# INTRODUCING THE FACULTY

## Stefanie Kubanek

Stefanie Kubanek is a New York and Munich-based designer and design educator whose work is inspired by her native-German roots and cosmopolitan perspective. Her international perspective led her to senior design roles in New York & London. In 2010 she left her position as an Associate Partner at Pentagram and launched a New York and Munich-based product design office.

Stefanie combines the roles of designer and design manager, engaging in every aspect of the design process from concept development, market research and business strategy to design, testing and production. Her work for clients such as Herman Miller, United Airlines, Cargill, Riedel Glass and others ranges from designing contract furniture to airplane interiors and products to signage, packaging and branding.

<https://www.linkedin.com/in/stefanie-kubanek-0a07614>

**Munich**

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## Cecilia Tham

Cecilia Tham has dedicated the last few years in the creation of facilities, ecosystems, methodologies and techniques centred on open innovation. As an entrepreneur herself, she has initiated various business and start-ups. She is the founder of Makers of Barcelona as well as FabCafe Barcelona. MOB is a collaborative community co-working facility.

She is also the founder of OIA (Open Innovation Academy), an agency that enables companies to innovate openly with design and technology via extreme making. Cecilia is a designer and biologist by training, serial Entrepreneur by choice and a compulsive maker for life. Cecilia has been a speaker at TEDx Barcelona, Open FAD, as well as 4YFN.

<https://es.linkedin.com/in/ceciliatham>

**Barcelona**



# INTRODUCING THE FACULTY

## Travis Granfar

A former private equity attorney with Ropes & Gray LLP, Mr. Granfar left legal practice to pursue more entrepreneurial and creative ventures. He has built two successful companies in the entertainment and digital media space as well as advised numerous startups, private clients and creative projects along the way. Mr. Granfar's methodology combines design thinking, lean startup and Woody Allen's mantras. He is passionate about the intersection of law, technology and design.

His executive producer credits include TV show Late Night Republic (CW/FOX), The Edge and the Xtreme Campus Music Tour featuring One Republic, Kanye West, Guster, J. Cole.

<https://www.linkedin.com/in/travisgranfar>

**Barcelona**





**Integrated with the Real World**



# DESIGNED FOR THE LIFESTYLES OF WORKING PROFESSIONALS

Executive format allows for optimal flexibility, so candidates can maintain work schedule and maximize productivity.

- Blended format of online and on-campus intensive learning allows for optimal life/work/study balance.
- Cohort model for community, network, and rich learning experiences.
- 18 months from program start to finish
- 18 days out of the office



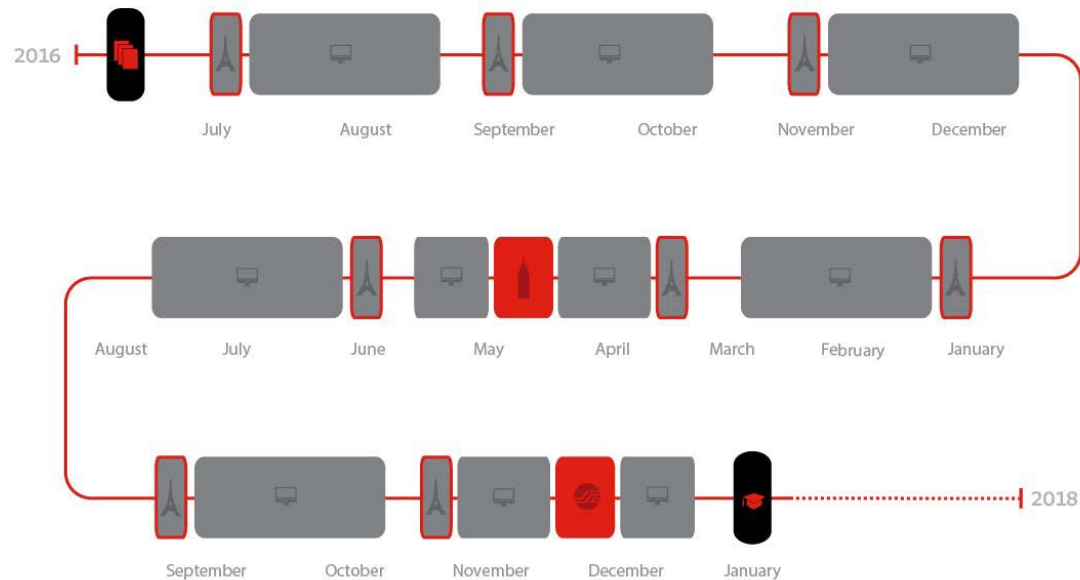
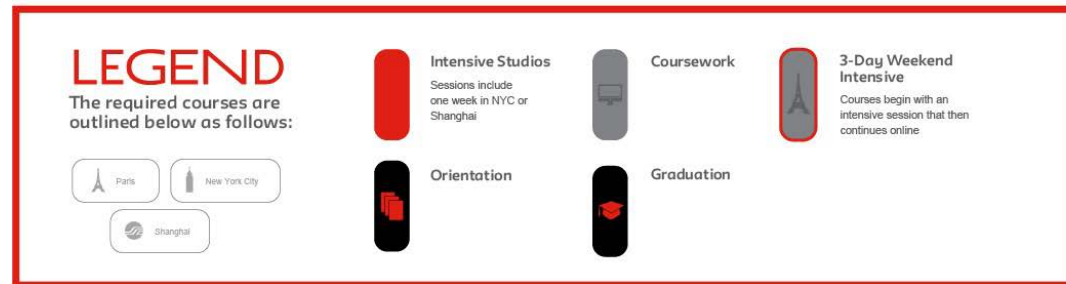
**Tackle Real-World Challenges**

# INTENSIVE LEARNING AND ONLINE COLLABORATION MODEL

- 3-day intensive course work on-site in Parsons Paris campus
- 6-weeks follow up with ongoing learning, online collaboration and teamwork
- One course at-a-time
- 2 one-week integrative studios in NYC and Shanghai

# CALENDAR AT A GLANCE

## PROGRAM CALENDAR



# DATES OF THE GLOBAL EXECUTIVE MS DEGREE

## Schedule of Courses

- 5-7 July Orientation (Paris)

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- 8-10 July Course 1 Intensive (Paris)
- 11 July – 19 Aug Course 1 continues (online)
- July-Aug Independent Study course Phase 1 begins

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- 2-4 Sept Course 2 Intensive (Paris)
- 5 Sept – 14 Oct Course 2 continues (online)

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- 4-6 Nov Course 3 Intensive (Paris)
- 7 Nov – 16 Dec Course 3 continues (online)

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- 27-29 Jan Course 4 Intensive (Paris)
- 30 Jan – 10 Mar Course 4 continues (online)

# DATES OF THE GLOBAL EXECUTIVE MS DEGREE

## Schedule of Courses

- 17-19 Mar Integrative Studio Begins (Paris)
- 20 Mar – 23 Apr Studio continues (online)
- 24 Apr – 30 Apr Studio week-long (NYC)
- 2 May – 15 May Studio continues (online)

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- 9-11 June Course 5 Intensive (Paris)
- 12 Jun – 21 Jul Course 5 continues (online)
- July-Aug Independent Study course Phase II begins

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- 1-3 Sept Course 6 Intensive (Paris)
- 4 Sep – 13 Oct Course 6 continues (online)

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- 20-22 Oct Integrative Studio II Begins (Paris)
- 23 Oct – 26 Nov Studio continues (online)
- 27 Nov – 2 Dec Studio week-long (Shanghai)
- 3 Dec – 18 Dec Studio continues (online)



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PARIS  
IRES

  
SOCIÉTÉ  
DE  
SECOURS MUTUELS  
ET DE  
RETRAITES  
DES  
CUISINIERS DE PARIS  
RECONNUE D'UTILITÉ PUBLIQUE

THE NEW SCHOOL  
**PARSONS PARIS**  
ESTABLISHED  
IN 1921

45

  
PUSH FOR  
SECURITY



# PARSONS GLOBAL EXECUTIVE MASTER OF SCIENCE

## Strategic Design & Management

For more information:

[www.newschool.edu/designgoesglobal](http://www.newschool.edu/designgoesglobal)

Melissa Rancourt

Academic Director

[rancourm@newschool.edu](mailto:rancourm@newschool.edu)

[Apply now](#)

[Join the Parsons Perspective Webinar](#)

**PARSONS GLOBAL  
LEADERS WILL BE THE  
CREATORS OF THE NEW  
BUSINESS MODELS OF  
THE FUTURE.**

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