

## Our Identity

The International Hellenic University (IHU) is Greece's first state university where programmes are taught exclusively in English.

With backing from the Greek State and the regional business community, the IHU aims to become one of Europe's key research institutions attracting leading academics and outstanding students from South East Europe (SEE) and across the world.

## Our Strategic Mission

- Provide research and education that meet the needs of the international community.
- Enhance understanding of the economic, socio-political and technological issues facing the region through teaching and research of the highest academic standard.
- Create an internationally diverse student and faculty community inspiring greater intercultural understanding.

## Our Facilities

The International Hellenic University campus is specifically developed to facilitate modern learning techniques and is equipped with the latest information technology, a sophisticated e-Learning platform, as well as an excellent learning resource centre providing a comprehensive, up-to-date selection of books and journals, access to top international on-line databases and other resources, and an attractive study area.

The campus is located conveniently close to Thessaloniki's Makedonia International Airport. Access to the city centre is easy.

### Where to find us

**University Campus**  
International Hellenic University  
14th km Thessaloniki - Nea Moudania  
57001 Thermi, Thessaloniki  
Greece  
T +30 2310 807528, 807522, 807523  
F +30 2310 474520  
E [infoseba@ihu.edu.gr](mailto:infoseba@ihu.edu.gr)  
[www.econ.ihu.edu.gr](http://www.econ.ihu.edu.gr)



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Business Administration**

## MSc in Strategic Product Design

**Specialisation Streams**  
Product Development  
Operational Design



# MSc in Strategic Product Design



This MSc programme is designed to offer students a thorough understanding of the theory and practice of product design.

Students choose to follow one of two streams:

- Product Development
- Operational Design

The programme provides graduates with a key set of skills, the real-world knowledge and the necessary theoretical and practical background to understanding the design development process and how this initial phase affects the product life cycle. Its structure is designed to facilitate learning through a variety of teaching methods, including participation in applied projects.

The programme focuses on issues related to the design, development, production and marketing of products that are innovative, functional, cost efficient, environmentally friendly and of high aesthetic value. Sustainability is throughout a key issue. A further purpose of the programme is to meet industry demand for professionals in new product development.



## 1. The Core Modules

- **History of contemporary product design** (evolution of contemporary product design, key changes and milestones in industrial product design over the years, top designers and pioneer enterprises)
- **Drawing and representations** (drawing approaches, basics on structure, space and the effects of light through the use of line, tone and texture, alternative drawing media)
- **Design theory and methodologies** (principles of design, introduction to methods and tools that support the design process, combinatorial design)
- **Project management** (planning, organising, securing and managing resources, meeting specific project goals under scope, time and budget constraints, managing the project team)

Students who choose to follow the **Product Development stream** are required to complete the following four modules:

- Product development and production
- Material selection
- Ergonomics - anthropometrics
- Morphology and aesthetics

Students who choose to follow the **Operational Design stream** are required to complete the following four modules:

- Operations management
- Marketing
- Quantitative and research methods
- Branding

## 2. The Elective Modules

The programme offers a choice of elective courses which represent a rich variety of subject areas.

Students choose four modules from the following list according to their interests and their current and future career orientation:

- Surface engineering
- Integrated product policy
- Entrepreneurship
- Rapid prototyping and reverse engineering
- Product innovation
- Graphistics
- Psychology - semantics
- Free-hand drawing and colour
- Consumer behaviour
- Cost management
- Supply chain management
- Mechatronics
- Mechanics
- Modular design
- Intellectual property law
- Design law
- Topics in strategic product design
- Elective course from other IHU programmes

## 3. The Consulting Project

During the second semester, students may elect to undertake a consulting project relevant to the stream they have joined. Students are encouraged to undertake their project within a sponsoring organisation. Either individually or organised in groups, students analyse real life problems of a particular firm, organisation or sector. The consulting project takes the place of two elective modules.



## 4. The Master's Dissertation

In the third semester, students choose a dissertation topic relevant to the courses of the MSc programme. The topic is chosen by the student with input and advice from a faculty member, who acts as supervisor, working closely with the student. The dissertation is an individual 10,000-word paper of original scientific work, which upon completion is submitted for examination and approval by a three-member committee chaired by the student's supervisor.

## 5. The Timetable

The programme covers three semesters, the first two with taught courses while the third is devoted to the Master's dissertation. The same programme may be offered in a six-semester part-time study mode.

## 6. Master's Degree

In order to be awarded the MSc degree, students must complete a total of 90 credits. This involves attending:

**First and second semester:**

Four core courses (24 credits), four courses required to complete the selected stream (24 credits) and four elective courses or a consulting project and two elective courses (12 credits).

**Third semester:**

Master's Dissertation (30 credits).

## © Admissions

While admission to the IHU is competitive, our admissions policy vigorously supports equality of opportunity. We are focused on building a student community which includes men and women from different backgrounds, abilities, economic circumstances, perspectives, races, religions and national origin.

## © When to Apply

The IHU operates on a rolling admissions basis. This means that candidates apply for and are admitted to our programmes all year round. We suggest, however, that you apply as early as possible to ensure a quick response and place availability. We aim to provide decisions within ten working days of receiving your complete application. Please ensure that you complete the application form fully and submit all your supporting documents for us to make an informed decision.

## © Entry Requirements

For your application for an International Hellenic University Master's programme to be considered you need:

- a good university degree from a recognised university
- a good IELTS or TOEFL score or Cambridge Certificate for graduates from non-English-speaking universities
- two academic references (both referees should have direct knowledge of your suitability for the specific Master's programme)

A personal interview may be required.

## © Scholarships

The International Hellenic University offers a number of scholarships for the postgraduate programmes, covering a significant portion of the programme fees. Scholarships are given to top students of proven academic record.

## © Career Office

The IHU's Career Office is committed to providing professional guidance, resources and opportunities to students to help them achieve their career aspirations. The office has adopted a student-centred philosophy according to which each student gets individual attention and support in every career concern. Students are encouraged to be involved in their career development during their studies. Career events, access to career information, vacancies information, career fairs, internships, and voluntary work are only some of the suggested ways for students to improve their employability and to make informed decisions about their career choices.

## © Alumni Network

As an alumnus of the IHU, you are invited to be a part of an active network that helps you to stay in touch with each other and feel part of the School after your graduation. Staying in contact with the IHU has a number of benefits including: Free IHU webmail for life, lifelong support in career issues, national and international networking opportunities, access to online services, access to library resources, participation in various events including career fairs, reunions, social gatherings and conferences, and generally staying in touch with each other, the School and the University.

