**Schedule - Duration of the Programme**

1 year full-time (FT) or 2 years part-time (PT)

Teaching takes place only during weekends, once (PT) or twice (FT) a month except for August and September. Partial distance learning will become available.

**Admissions**

Our admissions policy supports equality of opportunity. We are focused on building a student community from various backgrounds and national origin.

To be considered for a Master’s programme, candidates are required to have:

- A good university degree from a recognised University
- An English language certificate with a good score (IELTS or TOEFL or Proficiency)

**Ideal Career Path**

Employing organisations may be in the private or public sector. The programme supports students and professionals who aim for careers in:

- Industrial design & engineering companies
- Design studios and Consultant agencies
- Marketing and Branding companies in multidisciplinary fields
- Organisations specialised in the management of modern applications
- Start-up companies established in order to bring new product ideas to the market
- Research and development in design and production

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**The University**

The International Hellenic University (IHU) is the first Greek public University where programmes are taught exclusively in English. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world. The IHU offers full-scholarships to exceptional prospective students.

**Where to find us**

**School of Economics, Business Administration & Legal Studies**

International Hellenic University Campus
14th km Thessaloniki - Nea Moudania
57001 Thermi, Thessaloniki
Greece

T +30 2310 807528, 807520, 807526
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MSc in
Strategic Product Design

Specialisation Streams
Product Management
Product Creativity & Design
Industrial Design & Innovation

The Programme
The International Hellenic University’s MSc in Strategic Product Design offers to postgraduate students a thorough understanding of theory and practice in the areas of product design. The programme provides graduates from various disciplines with a key set of skills, hands-on experience on advanced software along with state-of-the-art equipment, such as a 3D printer. It also equips students with knowledge of operations management for real-world projects which are crucial to achieve success in their chosen career.

Reshape your future!

Programme Structure

First Term - Core Courses
- Introduction to Strategic Product Design
- New Product Development
- Marketing & Branding

Second Term - Core Courses
Product Management Stream
- Design and Production
- Strategies for Extroversion
- Consumer Behaviour
- Service Design
- Project Management
- Purchasing and Negotiations

Product Creativity & Design Stream
- 3D Computer-Aided Design (Rhino)
- Design Thinking
- Consumer Behaviour
- Ergonomics / Human Factors
- Design Morphology & Aesthetics
- Graphic Design & Digital Fabrication

Industrial Design & Innovation Stream
- 3D Computer-Aided Design (Solidworks)
- Design Theory and Methodologies
- Materials Technology and Selection
- Ergonomics / Human Factors
- Design Morphology & Aesthetics
- Advanced Production Techniques

Third Term - Elective Courses
(Students choose two courses)
Product Management Stream
- Operations Management
- Entrepreneurship
- Design for Supply Chain
- Technology Management
- Cost Management

Product Creativity & Design Stream
- Production Technologies & Material Characteristics
- Exhibition & Curation Management
- Portfolio Management
- Packaging Design
- Product Photography & Creative Rendering

Industrial Design & Innovation Stream
- Graphic Design
- Reverse Engineering & 3D Printing
- Surface 3D Modeling
- Biomimicry and Design
- Eco-design

Consulting Project
Students participate in a consulting project relevant to the Stream they have joined. In groups, students study an actual product design project of a particular company or organisation. Following analysis, the students prepare and present concrete and practical solutions. This project supplants 2 elective courses.

The Dissertation
The dissertation is an individual 10,000-word paper of original scientific work. The topic is chosen by the student with input and advice from a faculty member, who acts as a supervisor.