

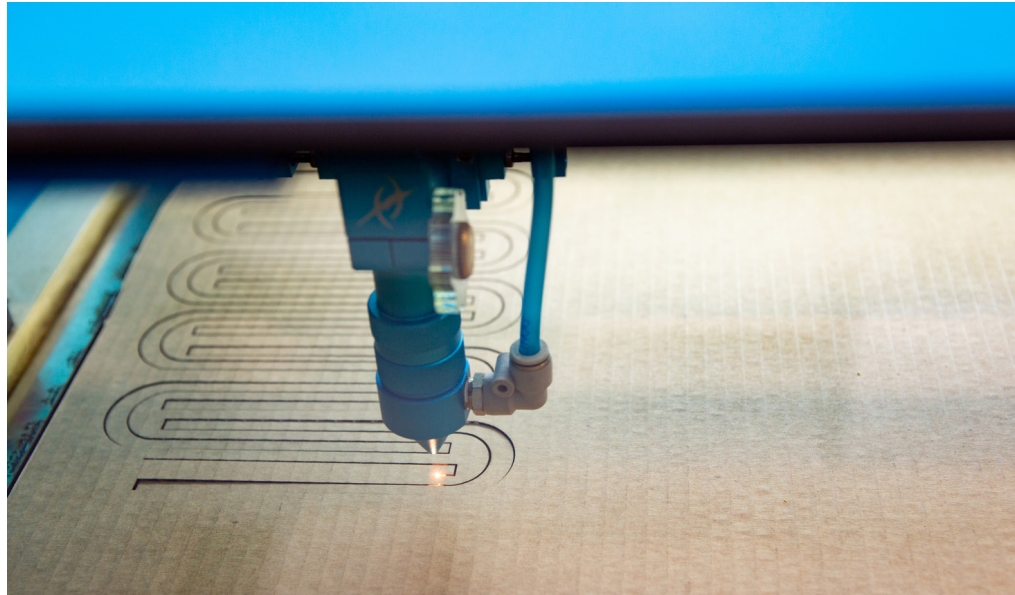
Master of Product Innovation (MProdInnovation) College of Engineering



**THE
WORLD'S
BEST
CHOICE**

Key facts about the programme

- 1** Graduates of any undergraduate degree can apply
- 2** 18-months qualification including six taught courses and a nine-month project
- 3** Nine-month project focused on guided development of a product or service idea
- 4** Taught Postgraduate Certificate in Product Innovation available



What does this programme cover?

The Master of Product Innovation comprises six taught courses: two compulsory design courses; two compulsory business courses; and two chosen from a schedule of electives, and a project.

The project is a significant product/service development project, supervised by an experienced design academic and mentored by successful business entrepreneurs.

Students have full access to the School of Product Design but are located in the UC Business School's Centre for Entrepreneurship, with involvement in business development workshops and mentorship.

Compulsory courses

All students will take the compulsory courses in Design Critique and Research Methods, and Systems Thinking for Product Design. These courses will form the foundation for the rest of the qualification and are taken in the first semester. These courses will teach you about

- How to write a research proposal.
- How to define design problems and research methodologies.
- The development of critical enquiry and thinking into design.

- A holistic approach to the evaluation of designed products and services; from aesthetic to environmental points of view.
- Applied systems thinking for product and service design.
- Construction and analysis of linear and nonlinear models of interconnected systems relevant to product design.

Business courses

Most students will take business courses on Marketing and Innovation but these may be replaced dependent on the student's background of study.

Elective courses

Students will be able to choose from courses in the following areas (subject to availability each year). This list is subject to change, visit the website for up-to-date information.

- Design and Manufacture
- Bio-Inspired Design
- The Development of Interdisciplinary Practice and Self
- Design Ethics
- Games for Health and Well-Being
- Immersive Collaborative Play and Design
- Gamification for Enterprises
- Fragrance Design
- Advanced Topics in Cosmetic Product Formulation

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Start Dates

February or July

Months to Complete

MProdInnovation18 months

Features

Project.....Yes

Internship option No

Price*

MProdInnovation \$44,000

Scholarship

For more information on scholarships go to www.canterbury.ac.nz/get-started/scholarships/

*The price (tuition fee) is indicative for 2020.

The School of Product Design was established in response to a growing demand from industry for students who are both creative and technically literate. The School teaches the Bachelor of Product Design in Applied Immersive Game Design, Industrial Product Design, and Chemical, Natural and Healthcare Product Formulation. This degree brings together both design and engineering to produce skilled and creative designers who understand aesthetics and technology.

The Master of Product Design and the Master of Product Innovation expand this offering, producing graduates who are able to critically analyse design problems and devise innovative, user-focused solutions for them as well as being experienced in developing product prototypes.



The School has a multitude of laboratories and workspaces including metal and wood workshops, 3D printers, electronics labs, design studios, makerspaces, formulation laboratory, and computer, AR and VR suites.

Additionally, the university is home to the Centre for Entrepreneurship (UCE) which provides students with opportunities to build capabilities in entrepreneurship and



innovation. Their activities are connected with external organisations, enabling students to gain real world hands-on experience. The UCE community of founders, mentors, experts and advisors fosters innovation and creativity where students are challenged in a supportive environment and are encouraged to take risks, explore new concepts, and make things happen.

As a graduate of the MProdInnovation you will have advanced knowledge of design research and practice, be equipped to critically analyse design problems and devise innovative, user-focused solutions for them and be experienced in developing product prototypes.

Postgraduate Certificate in Product Innovation

Students can complete after four taught courses with a Postgraduate Certificate in Product Innovation without the requirement to complete the project.

Entry Requirements

A first degree in any discipline and approval of the Director of the UC Centre for Entrepreneurship.

English	Overall	Lowest Band
IELTS	6.5	6.0
TOEFL	90	19 Writing
Pearson	58	50 communicative skills

What careers can this lead to?

This qualification is intended in particular for those wishing to start their own business based upon the ideas developed during their project. The qualification is an opportunity to bring promising ideas to life, both through guided product/service design and simultaneous commercialisation/business development, to a point where the graduate can seek business start-up investment.

A wide variety of career opportunities will be open to graduates related to their first degree discipline, supplemented by thorough knowledge of the innovation process.

Enrolment information

How to apply

Apply online through myUC:
<https://myuc.canterbury.ac.nz>

When to enrol

Prior to start of the next academic year.

Who to contact

Contact the Departmental Administrator
productdesign@canterbury.ac.nz

For more information visit:
www.productdesign.ac.nz

Important information

Refer to our website for more information on:

- The University of Canterbury
- Christchurch as a study destination
- Student visa and insurance

www.canterbury.ac.nz/international



AT A GLANCE

Why New Zealand?

- Within Top 7 in the world for Overall Prosperity, Natural Environment, and Social Capital
- Within Top 13 in the world for Education, Personal Freedom, and Safety & Security

Why Christchurch?

- Largest city in the South Island
- Ranked 65th in the world for Best Student Cities
- Lowest unemployment rate in Australasia
- Strong Economy

Why the University of Canterbury

- QS Ranked 227th
- 26 Subjects ranked in the top 250
- Residential campus
- 3000+ Employer connections
- 35 Research Centres

Source: www.universityrankings.ch/
www.prosperity.com/globe/new-zealand

This information was correct at May 2020.