



HOCHSCHULE OSNABRÜCK  
UNIVERSITY OF APPLIED SCIENCES

# M.A. Design Entrepreneurship

## Qualifications

### 1. Creative and Scientific Qualifications

Graduates of the Design Entrepreneurship program are equipped to develop systems and products across all phases of the product development process – from initial idea to product launch – in an interdisciplinary and intercultural context. They can effectively coordinate the international distributed roles of product and systems development, designing in ways that are user- and culture-specific as well as socially responsible.

#### Knowledge Base

Graduates bring to the creative economy and industry a broad and interdisciplinary knowledge base that spans design practices and related sciences, including production technology, design and cultural history, social sciences, marketing, economics, and ecology. They also possess advanced methodological skills, enabling them to make informed, knowledge-based decisions.

#### Problem-Solving Skills

Graduates have honed the ability to identify specific problems and develop, implement, and evaluate relevant solutions through the independent creation of concepts and their formal-aesthetic development into production-ready designs. They are adept at addressing "glocalized" and culturally specific issues through critical reflection.

#### Communication and Cooperation Skills

Beyond the necessary technical expertise, professional practice requires responsiveness to changing scenarios and situations. Graduates are able to respond to these dynamics with interdisciplinary reflection, intercultural communication, and self-management, all of which are integral to their studies.

#### Ability to Assume Responsibility

Graduates are prepared to independently organize diverse tasks in varied contexts, demonstrating responsibility as a core professional competency. These skills are cultivated throughout the program, with an emphasis on intercultural problem-solving. Graduates are able to critically evaluate their design activities in a holistic manner and align them with ethical and responsible practices.

### 2. Employability

A cornerstone of the program is its emphasis on systematic, project-based, and practice-oriented work, offering space for interdisciplinary and experimental projects. Partnerships with industry foster practical, applied projects where students independently develop innovative solutions to current and emerging challenges. This

practice-oriented approach equips graduates with the ability to effectively bridge scientific knowledge and theoretical understanding with practical expertise.

### **3. Social Commitment**

Graduates orient their professional activities within social, ecological, economic and political contexts, as outlined in the Charter of the Alliance of German Designers (AGD). The program integrates the UN Sustainable Development Goals (SDGs) and the guiding principles of Osnabrück University of Applied Sciences – gender and diversity, sustainability, and social responsibility – into the decision-making process of systems development. Students gain the skills to take concrete action in fostering social responsibility.

### **4. Personal Development**

The Master's program emphasizes self-organization, motivation, and innovation, enabling graduates to respond flexibly to the evolving, complex demands of international professional environments. Students learn to act self-critically and take responsibility, making decisions informed by economic, ecological, and ethical considerations. Graduates are also trained to collaborate closely with other professional disciplines.

The curriculum prioritizes personal and social skill development through hands-on projects, where students work on real-world problems individually or in teams, presenting their solutions. The program also allows students to shape their individual focus areas in design through interdisciplinary projects and elective courses offered as part of the "Studium Generale."

### **5. Ability to Think and act in International Contexts**

Global economic contexts play a significant role in shaping future product development. Graduates are skilled at analyzing the global dimensions of design, production, sales, and marketing while evaluating their regional and global impacts. Collaborations with regional and international companies enrich learning in this area. Additionally, graduates have deep insight into the global interconnections involved in development and implementation, which they have gained through regional, national, and international excursions or study-abroad opportunities.