

Mondragon Unibertsitatea launches a Master in Strategic Product Design and services in Bilbao

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The master is offered by the Faculty of Engineering at Mondragon Unibertsitatea and it has a duration of 2 years. The master will work on desing tools for product innovation and service innovation: On one hand, the design and innovation of a product (design the thing right) and in the other hand, the strategic disign of a product or service (design the right thing). During the second year students will develop a project in a local or foreing firm.

The Master's methodology is project based learning. This implies that students develop projects in local or international companies thanks to collaboration agreements, although students have face-to-face lectures as well. This way, students have contact with the reality of the company before going to the labor market.

International or European design professionals collaborates organizing workshops and seminars in this master program. Furthermore, once a year the students have the opportunity to travel abroad and participate in a congress that is a reference in the design field. Students have also the possibility to do a stay abroad.



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