A unique hybrid approach that will allow students to make a positive impact on our world by obtaining a double degree from a triple-accredited business school and the only design school worldwide focused on sustainable innovation.
DUAL DEGREE MASTER
ENTREPRENEURSHIP & SUSTAINABLE DESIGN

Creating radically new businesses and jobs that make profit with purpose whilst addressing economic, environmental and societal challenges requires two key skills: creativity and business acumen. Developing these two skills is the role of the MSc Entrepreneurship & Sustainable Design.

We have developed this program around the United Nation’s 17 sustainable development goals, which provide a framework for how best preserve and protect our planet, its inhabitants and resources.

PROGRAM OUTLINE

The UN expects the world population to reach ten billion by 2050, with two thirds of people living in cities. At the same time, natural resources are becoming scarcer. Access to food, land, clean water, and reliable energy will become increasingly challenging. While this creates material tensions, such a situation also presents significant opportunities to create innovative sustainable industries.

According to the Business and Sustainable Development Commission “Achieving the Global [UN Sustainable Development] Goals opens up US$12 trillion of market opportunities in … food and agriculture, cities, energy and materials, and health and well-being”.

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Students will acquire the following skills:

• Master contextual research and collaboration in the field of sustainability
• Integrate eco-stewardship methodologies with professional scenarios
• Apply sustainable principles and methods to design innovative solutions that meet the needs of the present while maximizing the positive impact on the future.
• Master the commercial mindset required to transform ideas into new, viable businesses
• Analyse a new venture idea from multiples perspectives
• Increase your chances of success by mastering business models and business plans

BUSINESS DESIGN

Business design is a way of operating that combines the tools of business thinkers, analysts, and strategists with the methods and mindsets of design. Business designers think about how every element of the business model affects the consumer and client experience. Business designers think about how every element of the business model affects the consumer and client experience.

You will think in new ways so that you can go into a situation with optimism, focus on people, and come back and apply an analytical lens to create an innovative project for people. You will find out how to translate human needs into business goals.

SUSTAINABILITY

Sustainability isn't always about climate and can relate to other aspects of social responsibility. We are interested in exploring and challenging the interrelated systems that connect both human beings and their environment. It is about considering ecology, economy and society in harmony using design and business responsibly. This is an approach that goes beyond human-centred design to humanity-centred design.

DESIGN THINKING

Design and design thinking is a mindset and skillset. It is critical thinking and creativity combined with aesthetics.

UNIQUE

This course combines Design and Business expertise to create a unique opportunity for Masters students to study on joint degree in Business Design created to give students the opportunity to use design, design thinking and business skills across the economy to maximize their potential and use their talent to tackle some of society’s biggest challenges, including health and wellbeing and sustainable living. This is the only program in the EU combining Design, Entrepreneurship and Sustainability.

We want to encourage students to see themselves as agents of positive change. Ultimately, it’s not about doing your discipline of design or business more sustainably, but rather using your discipline to create sustainable social outcomes.

INNOVATIVE

This program aims to bring you a quite radical learning experience. Students can expect to acquire the theoretical frameworks, research skills and co-design methods to develop, iterate and most importantly implement “design in action”.
There are many examples of successful entrepreneurial companies built using design to create a competitive advantage (e.g. Airbnb or Apple). McKinsey recently reported that large, traditional corporates which are design-focused companies outperform their peers both in terms of revenue growth and in total return to shareholders. Graduates of this MSc will find opportunities to pursue careers as:

- Entrepreneurs in sustainable industries
- Intrapreneurs for large corporates which emphasise corporate social responsibility
- Incubator advisors
- Business developers in positive impact start-ups

**CAREER OPPORTUNITIES**

**INTRODUCTION CLASSES**

During the last week of August and the first three weeks of September, students will have introductory classes in marketing at SKEMA Business school and introductory classes in design (drawing, design methodologies, software) at the SDS.

**PROGRAM STRUCTURE**

**INTRODUCTION CLASSES**

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**PROGRAM DIRECTORS:**

From The Sustainable Design School: Dr Hilary Collins
From SKEMA Business School: Nicolas Servel

**TUITION FEES:** € 25,000 (twenty five thousand)

**INTAKE:** September

**CAMPUSES:** Cagnes-sur-mer & Sophia Antipolis near Nice in France (FR)

**WEBSITE:** www.the-sds.com

**ADMISSION CONTACTS:**
+33 (0)4 93 97 11 59
+34 615 788 216
contact@the-sds.com