

# The Online Master of Science in Integrated Design, Business and Technology from USC

The University of Southern California has long been a global center for arts, technology and international business. With this degree, your employee can study the intersection of these three disciplines without having to relocate or sacrifice their responsibilities at home. Our 38-credit curriculum will equip them with cross-disciplinary knowledge and problem-solving skills that will spark innovative approaches to your business challenges.

## Who Is This Program For?

With the rise of global connectivity and the host of new technologies available today, it is critical to develop agile and innovative leaders in your workplace. Our flexible online graduate program is intended for working professionals seeking the essential knowledge and cross-disciplinary skill set to keep pace with the future.

The program's learning model incorporates design-based thinking strategies, cross-functional team projects, and real-world business scenarios to teach your employees to lead, manage, create, and innovate with a fresh perspective.

### **UX/UI and graphic designers**

can use this degree to learn how to communicate their vision to a variety of stakeholders across fields, and drive better business outcomes with design.

### **Program managers and marketing professionals**

can build the cross-disciplinary skill set to manage integrated teams, employ versatile problem-solving skills and efficiently strategize across departments.

### **Programmers and analysts**

can develop or refine their ability to think creatively and communicate clearly with colleagues and clients who are unfamiliar with technological jargon.

### **Business executives and “intrapreneurs”**

can learn to be innovation catalysts, managing cross-functional teams and leading effectual changes within their organization or company.

## Your Employee Will Graduate With

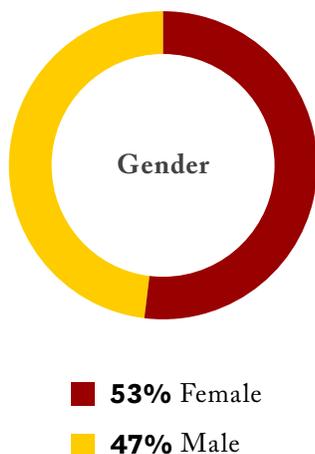
- A foundation in design, technology and business languages and methodologies
- An understanding of how these disciplines can work together
- An ability to both manage and work on project teams across disciplines

## Benefits to Employers

With a course sequence that promotes versatile thinking and merges concepts from many different fields, our online master's program provides an education and skill set that extend beyond the traditional MBA. As an employer, this skill set — as well as the online degree format — can benefit your company by allowing your employees to:

- Continue working and immediately apply what they've learned on the job
- Network for your company with like-minded professionals around the world
- Bring back new ideas and ways of thinking, and pass those on to their colleagues
- Understand that they're valued, incentivizing them to stay with the company longer

## Student Demographics<sup>1</sup>



57% Minority

53% 7+ years work experience

### Industries Represented

34%  
Business

33%  
Design

27%  
Technology

6%  
Other

<sup>1</sup>Through the August 2019 class

## Curriculum Overview

Throughout the program, students will take core courses that focus on imperative skills such as **analysis, decision-making, communication** and **storytelling**. Our core curriculum is designed to develop skills and knowledge in demand by employers today and into the future.

Students will also enroll in two different “essentials” courses in order to build upon focus areas in which they would like to gain new or added experience. These include:

### Design Essentials:

Students will study an overview of the language used to discuss and apply core visual principles, learn design-based problem-solving techniques, and investigate the overarching historical and contemporary issues within design and its related fields.

### Business Essentials:

This course teaches a variety of skills — including using analysis to inform decision-making, marketing strategy, and operating and perpetuating business growth — to enhance students’ flexibility and adaptability within an organization.

### Technology Essentials:

Students will explore the history of technology and its role in society; build theoretical fluency; learn to use technological tools, applications and systems; and explore basic programming languages and methodologies.

In addition to their core and selected “focus” courses, students will participate in lab projects, residencies and research projects that expand on their studies and provide real-life, hands-on experiences.

The program concludes with a capstone that summarizes the curriculum and requires students to demonstrate the skills they have learned throughout. They will develop a creative solution to an existing or potential problem — which can be one that they are facing on the job currently. The capstone provides your employees an opportunity to immediately apply solutions they have developed to your company.

Visit our curriculum page to view full course descriptions: <https://design.usc.edu/academics/curriculum>.

**“Rarely in history has anything truly complex ever been solved by a single discipline”**

— Erica Muhl, dean of USC Jimmy Iovine and Andre Young Academy

## Residencies

During the course of the program, students will participate in two in-person residency experiences. These residencies are no more than one week long so employees can maintain their professional responsibilities at home. The residencies include:

- **The Integrative Practices Residential:** This is a five-day experience held on USC's campus during the student's first term in the program. Students will work in teams to consider problems as designers, business professionals and technologists in a hackathon-style experience.
- **The Professional Practices Residential:** Taken before the capstone semester, this experience requires students to work in teams to develop solutions to a significant real-world problem. The residency includes visits to and networking with local industry leaders in major U.S. cities. The location is determined with each cohort.

During these experiences, students will have the chance to meet peers and faculty in person, work collaboratively with the rest of their cohort, and use skills learned in class to complete real-world projects.

## Flexible Online Program Structure

The online master's degree from the USC Iovine and Young Academy can be completed in 18 months while your employee continues to work full time. USC prides itself on providing a rigorous program that can be completed on the go. This includes:

- Live, face-to-face weekly classes (after regular business hours)
- Coursework that is available 24/7
- The same interdisciplinary faculty thought leaders who teach on campus
- Small class sizes and assignments that encourage close collaboration
- On-campus residencies that cultivate real-world skills



## About USC and the Academy

As one of the world's leading private research universities, USC hosts some of the most distinguished faculty and rigorous academic programs in the world.

The USC Jimmy Iovine and Andre Young Academy was established with a visionary gift from entrepreneurs Jimmy Iovine and Andre Young to teach critical thinking and nurture creativity at all levels.

### Tuition

**\$ 1,995**

Price per unit

**38**

Number of units

**\$ 75,810**

Total tuition cost

*This figure should be used for estimation purposes, as tuition rates are reassessed each academic year. Residency experience fees are not covered by tuition.*