

# Bachelor Design Management, International (DMI)

[hslu.ch/designmanagement](https://hslu.ch/designmanagement)



# Bachelor Design Management, International (DMI)

## Strive for creative change.

### How we help you thrive?

We offer the best education in strategic and organisational design. We do this to help organisations achieve the Sustainable Development Goals (SDGs). The bachelor equips you to face the constantly evolving environmental, social, and economic challenges. Our programme helps you address these issues using knowledge of design, communication, and business. You learn to transform existing situations into more sustainable ways of working and living.

The bachelor helps you to develop skills to integrate diverse perspectives. Our courses offer various opportunities to cultivate your creativity and discover where you can thrive. You develop a critical and analytical mindset and combine it with imagination. Your personal growth and academic rigour are the focus of our courses. You learn about sustainable principles and practices, organisational culture, behaviour change, and innovation.

### What are your career opportunities?

Our graduates work in diverse size and types of organisations from commercial organisations such as Roche, Victorinox, Accenture, Planted; to social organisations such as Collaboratio Helvetica and Ecos; to start-ups or their own consultancies. Your passion and interests influence where you choose to excel.

## Why choose our Programme?

We help you strive for creative change. We are an international community with instructors and students from around 30 different countries. We spend time together at evening lectures, the Werkschau, and events organised by the Design Management Student Association.

As a student of the Lucerne University of Applied Sciences and Art (HSLU), you benefit from cross-disciplinary modules within the School of Art and Design as well as evening courses in the six other departments. Students also have access to diverse sports facilities and language courses.

## Where do I apply?

You can apply on our website. The annual application deadline is in mid-March.

Candidates need a C1 English certificate.



More information about the Bachelor Design Management, International (DMI)



@hslu\_designmanagement

Lucerne School of  
Art and Design  
745 Viscosistadt  
Nylsuisseplatz 1  
6020 Luzern-Emmenbrücke

Dr. Guillermina Noël  
Head of DMI Bachelor's programme

T +41 41 248 61 34  
dmi@hslu.ch  
hslu.ch/designmanagement