

For further information about the program, please email:

hellodmba@cca.edu

DMBA FAQs

Overview

WHAT IS THE MBA IN DESIGN STRATEGY?

The MBA in Design Strategy educates early to mid-career professionals who want to leverage design as a strategic capability and as the foundation business policy for their company. With a tightly integrated curriculum of design, management, and technology, taught in a highly creative and experiential learning environment, students gain the critical skills, perspectives and capabilities to design a more meaningful, sustainable world for people and society....through business.

HOW LONG DOES IT TAKE TO COMPLETE?

The DMBA is a full-time program. It takes two years (four semesters) to complete. We follow a low-residency ('executive') schedule: **Classes meet once per month, rather than weekly, over a long Thursday-Sunday weekend.** This makes it possible to continue or start working while in school.

DO YOU OFFER PART-TIME OR ONLINE COURSE OPTIONS?

No. However, our low residency, executive-style format **allows students to continue to work while earning their degree.** The majority of our students work and study simultaneously.

IS THE MBA IN DESIGN STRATEGY AN ACCREDITED FULL-TIME PROGRAM?

Yes. Launched in 2008 and now in our 11th year, the DMBA is fully-accredited by the Accrediting Commission for Schools, Western Association of Schools and Colleges (ACS WASC).

WHAT IS THE APPLICATION DEADLINE AND PROCESS?

The application for Fall 2020 will go live on November 1 with a priority deadline of January 10, 2020. Admitted students will be notified via email in mid-February. For more information about the application requirements and process, please visit [here](#).

*Note: We do not require GMAT or GRE scores. **International students must supply recent TOEFL scores.***

WHAT IS THE EXPECTED COST OF TUITION AND FEES?

TUITION for 2019-20	\$53,250
FEES for 2019-20	\$500

WHAT KIND OF FINANCIAL AID IS AVAILABLE? DO YOU HAVE SCHOLARSHIPS?

CCA offers financial aid in the form of loans and scholarships to US citizens and US permanent residents only. However, the DMBA program also awards a very limited number of merit and diversity scholarships to admitted students. Any candidate who submits an application by the priority deadline is automatically placed in the consideration pool for these. **(International students are eligible for merit scholarships only.)** Scholarship decisions are made at the time of admission decisions..

*Please contact CCA's Financial Aid office for specific questions regarding aid and award packages. **International students:** Please note that only US citizens qualify for US federally-funded financial aid.*

HOW MANY STUDENTS ENROLL PER YEAR?

60

I'M AN INTERNATIONAL STUDENT. CAN I WORK WHILE IN SCHOOL?

International students may only hold work-study jobs on CCA's campus during their first year in the program. These are limited to 20 hours per week. After you've completed two consecutive semesters, you can obtain a US work visa, which will permit you to work with an outside employer. **For full details about admissions, employment, housing, etc. for international students visit [here](#).**

WHAT IS THE CURRICULUM AND COURSE SCHEDULE?

Our specialized curriculum prepares you for careers in industries and companies that compete on innovation. Our students learn leading-edge techniques to create, capture and deliver new and better value across all aspects of an organization. **We are one of the few business programs in the country to integrate AI, data science and foresight studies into the curriculum, along with innovation study field trips overseas.**

Courses are hands-on, project-based, with an emphasis on design 'doing' and collaboration. there are three courses for which you work in teams for real-world clients. During your second semester, you'll work with a client in both Market Insight Studio and Business Models & Stakeholders. During your third semester, you will do the same in your Operations & Systems course.

FIRST YEAR

Semester 1 (Fall)	Semester 2 (Spring)
Live Exchange	Business Models & Stakeholders
Strategic Foresight Studio	Market Insights Studio
Data Lab	AI Lab
Managerial Economics	Leadership by Design
Financial and Managerial Accounting	Managerial Finance

SECOND YEAR

Semester 3 (Fall)	Semester 4 (Spring)
Experience Studio	Venture Studio
Hybrid Lab	X-Lab
Innovation Studio	Strategy Studio
X-Lab	InfoVis Lab
Operations & Systems	Business Law and Negotiation

Additionally, many of our students either continue their existing jobs or find internships (fall, spring, summer). As we are a 'low-residency' program, and classes are in session only once a month, students have time in between residencies to do this.

Our students come in thinking they're not going to have enough to do and leave wondering how they got everything done!

Our Students

WHAT IS THE PROFILE OF YOUR CURRENT STUDENTS?

Our student body veers from the usual makeup of MBA students, as is only to be expected given the degree to which the program differs from the 'usual'. **Only slightly more than half come from design backgrounds**; the rest come from business, NGOs, education and, increasingly, engineering.

The average age is 30, but we have students in their 40s+ and students in their mid-20s. This reflects our admissions standards: We seek candidates who have at least three years of post-degree professional experience—and many of our students have far more than that. Ours is a rigorous graduate program, taught at an advanced level.

They're from all over the world, and every continent, with an annual international student body of approximately 30 percent.

WHERE DO ALUMNI GO AFTER GRADUATION?

MBA in Design Strategy alums can be found all over the world, making an impact as innovation leaders in business, design, education, government, and NGOs.

They're working in strategic design, innovation, and UX experience at household name companies such as:

- Apple
- eBay
- Facebook
- Amazon
- Microsoft
- IBM
- LinkedIn
- Google
- Adobe
- Salesforce
- Intuit
- And more!

They're making significant waves in financial services, healthcare, lifestyle, health & wellness, and consumer electronics at companies such as:

- CapitalOne
- Visa
- Kaiser
- Sutter Health
- Stanford Medical
- UCSF
- One Kings Lane
- Everlane
- Fitbit
- Adidas
- Converse
- Samsung
- HP

Our alumni are at the forefront of emerging technologies such as AV, AR, AR/VR, and AI. Some work for start-ups or are running their own and some for major manufacturers. Others work for agencies and consultancies. These companies include:

- BMW
- Renault
- Honda
- Toyota
- Lunar
- IDEO
- fuse project
- McKinsey
- Deloitte

WHAT KIND OF JOBS CAN I DO WITH A DMBA?

Where you go and what you do after graduation is an open field of possibilities. You will leave with the knowledge, skills, tools, and methods that are critical for leading in a world that's volatile, ambiguous, and subject to rapid change.

You will emerge as a creative strategist and leader, able to help any company, in any industry generate, build, and implement the ideas that will keep them competitive. Our alumnis' titles range from manager/senior manager to VP and C-suite. They work as:

- Design Strategists
- Business Designers
- Product Managers
- Design & Innovation Leads
- UX Researchers
- Customer Experience Designers
- Content Strategists

Connect

ARE THERE ANY CURRENT STUDENTS I CAN TALK TO?

Of course! Please email the DMBA Program Manager, [Christine Lasher](mailto:lasher@cca.edu) (lasher@cca.edu) some background about yourself—what you're currently doing, what your field is, where you live. She can then connect you with a current student who is a close match.

ARE THERE ANY ALUMNI I CAN SPEAK TO?

Yes, many! We have over 400 alums working all over the Americas, Asia, and Europe. To be connected with an alum, please email [Susan Worthman](mailto:sworthman@cca.edu), Associate Chair, DMBA. sworthman@cca.edu

Visit

HOW CAN I VISIT THE CAMPUS?

To schedule a visit, please email [Christine Lasher](mailto:lasher@cca.edu), lasher@cca.edu Program Manager, DMBA. We encourage prospective students to sit in on classes during any of our monthly residencies. It's the best way to get a sense of the unique experience that is the DMBA!

Contact

WHO SHOULD I REACH OUT TO WITH QUESTIONS MORE SPECIFIC TO THE PROGRAM, ITS FACULTY, AND STUDENTS?

If you'd like to further explore the program, and how it might suit your needs, goals, and interests, please contact [Susan Worthman](mailto:sworthman@cca.edu), Associate Chair, DMBA, at sworthman@cca.edu.