WHO SHOULD APPLY

The MBA/MA in Design Leadership program enrolls students who want to be transformative leaders in a variety of enterprises and fields by developing a next-generation approach to management and problem solving. Students' backgrounds include business management, architecture, marketing, engineering, finance, art, design, consulting, and other fields. Successful candidates will have:

- A desire to grasp both business practices and the principles of problem solving used by designers and creative individuals.
- Strong writing and communication skills.
- The ability to work in teams and collaborate with individuals from multiple fields.
- Enthusiasm for multidisciplinary study and research.

APPLICATION DEADLINES

All application materials for the MBA/MA in Design Leadership program must be received by the Office of Graduate Admission by:

- October 31 (priority deadline)
- February 2 (standard)
- April 1 (final)

GRADUATE EDUCATION AT MICA

MICA’s Master of Professional Studies degrees are short-term, online, accessible, and professionally focused. The MPS in the Business of Art and Design is a small business degree for creative professionals who want to start and grow a business or be a dynamic manager or creative director. The MPS in Information Visualization attracts diverse professionals interested in the marriage of data and design to create compelling visual stories for a variety of business sectors. MPS degrees are completed in 15 months.

MICA and Johns Hopkins University’s Carey Business School’s dual degree, MBA/MA in Design Leadership offers two degrees in 20 months. The curriculum links business management fundamentals with the creative approach to thinking and problem solving used by the world’s top designers.

For more information on our MPS and MBA/MA programs, visit www.mica.edu/spcs.

MICA is also renowned for ground-breaking graduate programs that are redefining the role of highly skilled and informed artists and designers in society. MICA offers both MFA programs, ranked in the top ten by U.S. News & World Report, and MA and MAT programs at the vanguard of contemporary art and design education and application.

JOHNS HOPKINS UNIVERSITY CAREY BUSINESS SCHOOL

Johns Hopkins Carey Business School is dedicated to transforming business education through a humanistic and multidisciplinary approach to instruction and research. To learn more, visit www.carey.jhu.edu.

SUMMARY

VISIT WWW.MICA.EDU/MBAMA for more information about the MBA/MA in Design Leadership, including admissions procedures, applications, financial aid, programs of study, tuition and fees, student and faculty profiles, open houses, campus visits, and student artwork.

Office of Graduate Admission

Maryland Institute College of Art

1300 W Mount Royal Avenue

Baltimore, Maryland 21217 USA

T 410-225-2256 F 410-225-5275

Johns Hopkins University

Carey Business School

100 International Dr.

Baltimore, MD 21202

T 410-221-2000
Learn to apply creativity, collaboration, iterative processes, and tolerance for new ideas, research, intuition, and synthesis to traditional business practices. Master the management and innovation competencies needed to lead people and organizations and reinvent how business is done, products and services are delivered, and audiences are engaged.

• Earn both an MBA from Johns Hopkins University Carey Business School and an MA in Design Leadership from MICA in less than two years.

• Take traditional MBA courses including strategy, finance, statistics, economics, ethics, law, marketing, operations, and human capital management.

• Explore the fundamentals of effective design theory along with visualization, prototyping, cultural relevance and awareness, design theory, sustainability, and social responsiveness.

• Develop expertise in strategy formulation, audience targeting, research, and design thinking through a collaborative, multidisciplinary approach to problem solving.

• Study in a cohort of peers from a broad array of career backgrounds.

• Apply what you learn to real-world situations presented by companies, nonprofits, governments, and other institutions.

THE MBA FOR BOTH SIDES OF YOUR BRAIN

MICA and Johns Hopkins University Carey Business School have partnered to link business management fundamentals with the creative approach to thinking and problem solving used by the world’s top designers. Students in this program learn to make innovation their standard mode of operation, not a special project. Double your skill set. New approaches are needed to solve today’s complex global business challenges, and traditional MBA programs offer only traditional instruction.

STUDENT PROFILE: JULIE BUISSON

Born and raised in Lyon, France, Julie Buisson moved to the United States at age 12. After graduating from the University of Georgia with a degree in marketing, Julie worked as a brand consultant for AGCO, a large manufacturer of farm machinery, where she became aware of global issues regarding sustainable agricultural practices. “I am extremely passionate about designing environments,” she said. In Baltimore, Julie is already combining interests in creative placemaking and urban agriculture working as a creative strategist for a vertical aquaponics farm. “I had been developing my analytical and critical thinking skills,” she said, “but not focusing on creativity. I realized I was lacking a whole other set of skills, which made the MBA/MA in Design Leadership program the perfect choice for me.”

“Design leadership is viewing issues through the eyes of a designer—considering aesthetics and practicalities—then solving that issue with the mind of a businesswoman who considers how feasible and assessable that solution is.” —JULIE BUISSON

“You question whether this is the right decision after being in the marketplace or being away from school for so long, but I am psyched. I’m already meeting great people.” —FLORCY MORISSET, International arts consultant who closed her popular Philadelphia gallery to pursue an MBA/MA degree that will propel her career to new heights

visit WWW.MICA.EDU/MBAMA for more information