

Berkeley College
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Design Management

Combine business with artistic creativity to manage interior and graphic design.

Strategic decision-making processes are critical to the success of interior and graphic design firms and countless other organizations with creative departments and functions. The Design Management program at Berkeley College prepares students to manage creative projects and teams by bridging the disciplines of design, management, and production. Students develop the analytical skills necessary to identify opportunities for innovation. By blending strategy, communication, marketing, and technology, students learn the fundamentals of business and management while also building a strong foundation of design knowledge and proficiency.

The program includes courses in business, design management, liberal arts, and a specialization in either interior design or graphic design. Graduates will be prepared to work in design management positions within design firms and other design departments.

Design Management instructors are chosen for both their academic credentials and their relevant professional experience. They share firsthand industry knowledge that can help prepare students to enter the competitive job market.

Benefit from:

- 1 A program that provides a strong foundation in both business and design
- 1 Hands-on learning that allows students to apply management skills and abilities in professional situations
- 1 Interpersonal skills necessary to collaborate with and lead teams of professionals in various types and sizes of organizations
- 1 Introduction to prevalent industry software

Degree Program

- 1 [B.B.A., Design Management](#)

- 1 [Berkeley College Academic Program Statistics](#)