CCA’s groundbreaking design MBA programs prepare the next generation of innovation leaders. The curriculum unites design and integrative thinking, sustainability and systems thinking, finance, entrepreneurship, and generative leadership in a holistic strategic framework.

Students develop deep, practical experience in managing today’s interconnected organizational ecosystems. They learn not only how to create innovative products, services, and policies, but also how to help organizations design new operational models for the future.

These full-time, two-year programs have a flexible structure (five once-a-month, four-day weekends of instruction and interaction each semester), allowing students to commute from all over North America.

**Studying in the Bay Area**
CCA operates in one of the world’s most fertile innovation centers and a leading hub of sustainability and social change: the San Francisco Bay Area. The MBA programs leverage this proximity by building close ties and partnerships with industry-leading companies, government agencies, and consultancies, both regionally and internationally.
**MBA in Design Strategy**
Each semester, students develop individual and collaborative solutions to a variety of economic and social challenges. They apply design thinking techniques that include customer-centered research, prototyping, critique, iteration, systems thinking, and sustainability tools as well as business strategies and metrics. They work with local businesses and nonprofits to investigate real challenges within their coursework.

**MBA in Civic Innovation**
At a time when innovation needs to be embodied and supported in government policy like never before, CCA offers the MBA in Civic Innovation, a degree that operates at the intersection of professional skills, policy contexts, sustainable values, and design thinking techniques. Students learn a variety of tools and gain interdisciplinary perspectives on markets, government, organizations, and individuals while working with real organizations and agencies to develop new legislation and solutions.

**MBA in Strategic Foresight**
This program focuses on pragmatic futurism, challenging assumptions about alternative futures and enabling students to adapt in practical yet idealistic ways. Students learn to view uncertainty through multiple lenses and develop effective strategic techniques needed to be business-ready consultants and strategists to companies, governments, and NGOs. By tackling real-world challenges they design their way into the unknown and deploy experiences across a range of established foresight tools.
Leading by Design Fellows
This non-degree program is for executives and senior professionals. Through project-based work in design thinking, systems thinking, sustainability, and strategic leadership, participants gain the insights, skills, and confidence to lead change and create lasting, sustainable business and social value. Graduates earn a certificate in innovation leadership.

Selected Faculty
- DAVID ASARI, 2012–13 AIGA SF president and former Pentagram senior designer
- MARIA GIUDICE, director of product design at Facebook
- BRIAN DAVID JOHNSON, futurist at Intel and author of Humanity on the Machine
- MICHELLE KATZ, health care systems expert
- JOSH LEVINE, brand strategist and principal of Great Monday
- RAFFI MINASIAN, product and transportation designer
- NATHAN SHEDROFF, program chair and experience design pioneer
- JEREMY SHERMAN, educator and author of Negotiate With Yourself and Win
- TIM SMITH, sustainable development consultant and author of All About the Future
- LISA SOLOMON, strategic leadership facilitator and author of Moments of Impact
- ASHER WALDFOGEL, founder of numerous venture-backed Silicon Valley companies
- SUSAN WORTHMAN, associate program chair, sustainable-systems strategist
- LINDA YAVEN, vision coach
Our Design MBA alumni are founding successful companies, advising and influencing governments, making our health care system work better, consulting at leading firms, and building innovation groups in industry and NGOs.

They are working at Samsung, Apple, Google, Facebook, Steelcase, Shaklee, Gannett, Oakley, BT Financial Group, InterfaceFLOR, LG, Autodesk, Intuit, LinkedIn, Intel, Rosetta Stone, Citi Ventures, and One Kings Lane.

They are at the design consultancies fuseproject, Method, frog design, Lunar Design, Sterling Brands, Interbrand, Tribal Brands, and more.

They are at nonprofits such as Kaiser Permanente, KIPP Public Charter Schools, CSAAA, UCSF School of Medicine, and the Mayo Clinic.

Several are at start-ups (mostly still in stealth mode).

And a few have founded their own companies, from Mosey to Sparse, Juabar, and Howtoons.

cca.edu/designmba

The priority application deadline is January 10. For application information visit cca.edu/graduate.