TOP RANKED UNIVERSITY

IIRF

Outlook

WOXSEN UNIVERSITY

M.DES

WOXSEN SCHOOL OF ARTS & DESIGN

CREATIVITY · EXPRESSION · FORM

RANKINGS

2 **Top Private Design College in India**
IIRF 2026

8 **Top 50 State Private Universities in India**
Outlook I-Care 2026

351 **Global Top 500 Innovative Universities**
WURI 2026

ज्ञान-विज्ञान विमुक्तये
UGC
APPROVED

M.Des Program 2027

Product Design Innovation

A two-year postgraduate program built around AI-integrated product design, from fundamentals and user research to interaction design, service design, and a final capstone or industry-sponsored project.

₹75 Cr.
Scholarships offered across UG & PG Programs

Our Class of 2026
Diversity in Numbers

Female
38%

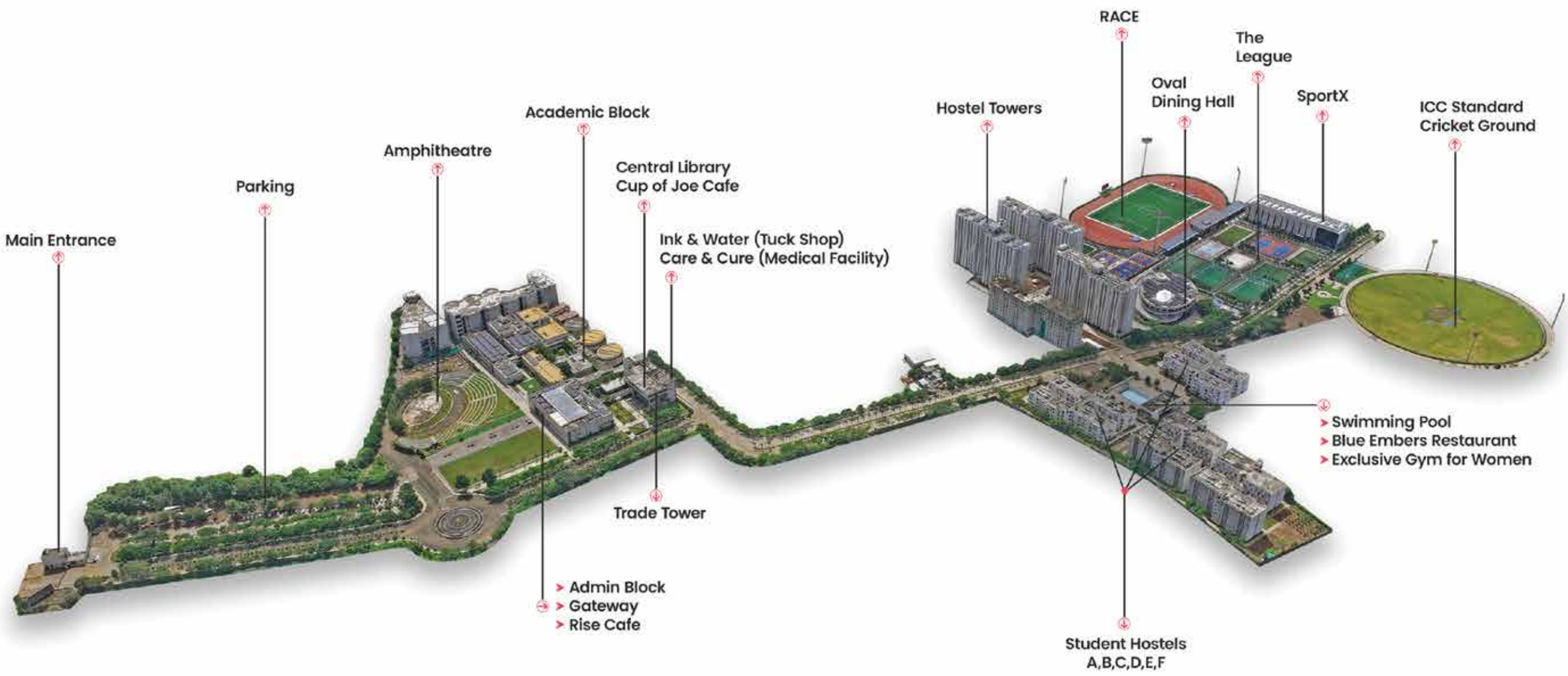
Male
62%

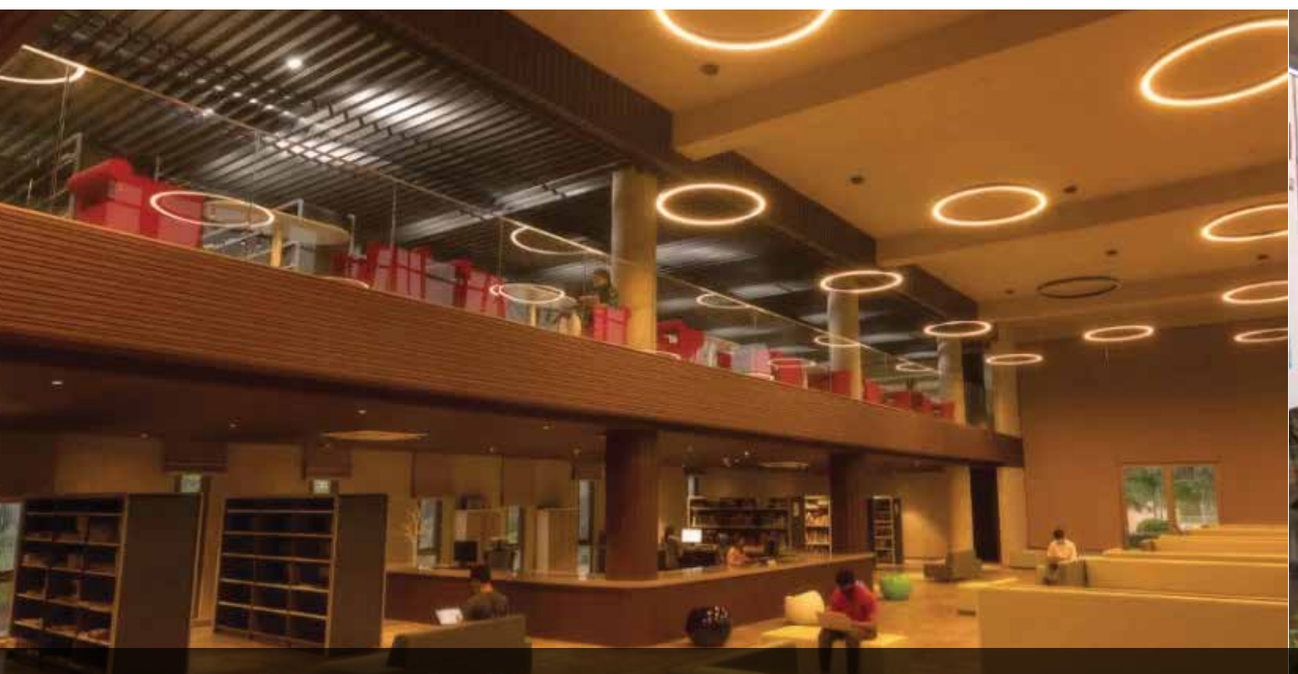
Students from
24
States
across India

BOOK A
CAMPUS TOUR

The Woxsen **Ecosystem**

Sprawling 200-Acre Residential Campus





Vithal Gandhi Centre

Sports Facility

Design Innovation Studio

Housing

M.Des
Roadmap

SEMESTER
01

DESIGN & RESEARCH FOUNDATION

DESIGN PROJECT I INDUSTRY CHALLENGE SPRINT

SEMESTER
02

INTERACTION & SERVICE DESIGN

DESIGN PROJECT II: CULTURALLY RESONANT ECOSYSTEMS

STRATEGIC & AI-DRIVEN DESIGN

DESIGN PROJECT III INDUSTRY-SPONSORED CAPSTONE LAUNCHPAD

SEMESTER
03

SEMESTER
04

GRADUATION PROJECT

CAPSTONE, RESEARCH THESIS, OR INDUSTRY INTERNSHIP

M.Des

Product Design Innovation

2 Years
Full-Time Residential Program

The Product Design Innovation Edge

The two-year M.Des Product Design Innovation program takes students from understanding the fundamentals of product design to creating AI-integrated, human-centred products ready for market. The curriculum progresses from user research and UX to interaction, service and conversational design, with each project more complex than the last. Students graduate with a professional portfolio and a Graduation Project, ready to lead product, UX and innovation roles or launch their own ventures.

Program Highlights

- **Project-Led Learning:** Three Design Projects, from an Industry Challenge Sprint and Culturally Resonant Ecosystems to an Industry-Sponsored or Capstone Launchpad Project
- **AI-Integrated Design:** Cognitive Models & Human–AI Innovation, AI-Assisted Design Process, and AI Tool Creation for Product Innovation
- **Flexible Electives:** Choose from Immersive Technologies (AR/VR), Wearable Technologies, FinTech, EdTech and HealthTech, and Advanced Research Methodology
- **Strategic & Responsible Design:** Design for Business, Strategic Design Management, and Inclusive Design

Eligibility

Criteria	Language Proficiency	Accepted Entrance Test Scores
• Undergraduate (preferably 4-year or recognized equivalent) in Design, Architecture, Engineering, Psychology, Science, Fine Arts, Commerce, Management, Humanities, or a related field from a recognized university with minimum 60% marks or equivalent CGPA • Submit a strong design/innovation portfolio (non-design applicants may share relevant work or research).	• Good understanding of the English language and communication skills are essential for academic coursework and professional practice.	• Woxsen Design Test (WDT) / IDC-CEED/ NID-DAT / NIFT

International applicants can check their eligibility at https://woxsen.edu.in/international/eligibility

COURSE STRUCTURE

SEMESTERS	COURSE TITLE	ELECTIVES
SEMESTER 1	■ Fundamentals of Product Design ■ UX Fundamentals ■ Cognitive Models & Human–AI Innovation ■ User Research and Market Sensing ■ History of Product Design ■ Product Design Project-1: Industry Challenge Sprint	
SEMESTER 2	■ Interaction Design: Principles and Industry Practices ■ AI-Assisted Design Process ■ Inclusive Design: Ethical, Responsibility & Accessibility ■ Service Design for Innovative Products ■ Product Design Project-2: Culturally Resonant Ecosystems	■ Immersive Technologies (AR/VR) ■ Wearable Technologies
SEMESTER 3	■ Conversational Interfaces. ■ Strategic Design Management ■ AI Tool Creation for Product Innovation ■ Design for Business. Product Design Project-3: Industry-Sponsored / Capstone Launchpad Project	■ Domain Centric: FinTech/ EdTech/ Health Tech ■ Domain Centric: Advanced Research Methodologies
SEMESTER 4	■ Graduation Project: [Self Capstone Launchpad Design-to-Market Project / Research thesis] or Project based Industrial Internship	

International

Student Exchange

53+

Representing Countries

175+

Global Partner Universities

Woxsen University partners with leading institutions across the globe. These exchange programs place students directly into international design studios and creative communities alongside global peers.

Program Outcomes

Global Exposure

Students develop worldwide competencies through direct academic experience in diverse design contexts.

International Mobility

The program opens pathways for high-performing students to study and build networks at top-tier campuses abroad.

Cross-Cultural Collaboration

Students gain firsthand exposure to the practical realities, challenges, and opportunities of design practice across cultures.

M.DES

WOXSEN SCHOOL OF ARTS & DESIGN

CREATIVITY · EXPRESSION · FORM

CAMPUS:

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