HAVING REGARD TO Politecnico di Milano’s Articles of Association;
HAVING REGARD TO Ministerial Decree 3.11.1999, no. 509;
HAVING REGARD TO Ministerial Decree 22.10.2004, no. 270;
HAVING REGARD TO the University's Educational Rules - Regulations;
HAVING REGARD TO the Regulation of Specialising Masters of Politecnico di Milano issued with Rector's Decree no. 2235 of 05.08.2013;
HAVING ACQUIRED the favourable opinion of the Academic Senate during the meeting on 21.11.2022, on the establishment and activation of proposals for Specialising Masters, including the “PRODUCT MANAGEMENT AND UX DESIGN” first-level Specialising Master’s.

DECREES

That the “PRODUCT MANAGEMENT AND UX DESIGN” first level Specialising Master’s has been established and activated for the academic year 2023/2024.

ART. 1
Master's features

The “PRODUCT MANAGEMENT AND UX DESIGN” first-level Specialising Master’s has been established and activated at the Management, Economics and Industrial Engineering Department.

The Academic Programme is provided by POLIMI Graduate School of Management (MIP Politecnico di Milano – Graduate School of Business) joint-stock consortium company. The reference school is the School of Industrial and Information Engineering.

The Specialising Master's Director is Professor Antonella Maria Moretto. The Vice Director is Prof. Stefano Magistretti. The Committee of the Specialising Master’s programme comprises the following Politecnico di Milano Professors: Antonella Maria Moretto, Stefano Magistretti, Claudio Dell’Era, Daniela Selloni, Marzia Mortati and prof. C. Faure from SKEMA.

ART. 2
Educational objective and employment opportunities

The program is designed to teach students the complete process of creating, designing, discovering, delivering, and managing products either they are digital or physical. Partnerships with the relevant companies will ensure a balanced program with a mix of theory and practice. At the end of the master, participants will benefit from:
- Technical skills and knowledge Students will gain expertise in the creation and management of a digital product. Working on real projects, students will apply operational skills in various domains such as Marketing, Tech/ IT, Design, Business. - Expertise in managing teams and communicating with stakeholders Students will work in teams and with experts improving communication, negotiation, and management skills. - Advanced knowledge in product management tools Students will be able to work on the tools of the industry (prototyping, design, tech, data...) and learn the accurate methodology used in the business (Agile). By the end of the year, students will have had hands-on experience with professional skills. - Professional network Students will be able attend to industry conferences and professional presentations to interact and grow their network.
The master is held in collaboration with SKEMA and together we checked that there is demand for such a master in the practitioners world. Recruiters will be digital companies from various industries (e.g., consumer goods, e-commerce, banking and finance, technology provider, services, Foodtech, Edtech, Fintech, web agencies and media company) including start-ups, consulting firms and established companies. Especially for profile as Product manager (PM), Product Owner (PO), Head of Product, UX Designer, User Researcher, Artistic Director, UX Writer, Product Designer, Web Marketer, Digital Project Manager, Product Marketing Manager (PMM), Data Analyst and many other related to these areas.

The Programme will be delivered in English.

ART. 3
Teaching content and organisation

The Specialising Master’s will start in **September 2023** and end in **September 2024**.

The course is delivered jointly with SKEMA Business School and Poli.Design. Skema is a highly rated Business School in France and internationally recognized thanks to its various campuses and distributed collaborations. The master in question is delivered half by SKEMA in France and half in Milan at POLIMI Graduate School of Management and Poli.Design. This will allow students to be immersed in two very strong realities for design, innovation and digital issues. The strong collaboration that SKEMA has with the business realities as well as the one that MIP has with companies in the sector will allow participants to combine a solid theoretical training with a good business vision.

Teaching will be organised as follows:

<table>
<thead>
<tr>
<th>SSD</th>
<th>Course</th>
<th>Totale hours</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First term @ Skema</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>Day in the life of Product manager</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>NA</td>
<td>The discovery - User research methodology</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>NA</td>
<td>UX &amp; UI Design</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>NA</td>
<td>Statistics &amp; data management</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>NA</td>
<td>Career Management 1</td>
<td>25</td>
<td>1,0</td>
</tr>
<tr>
<td>NA</td>
<td>Database &amp; SQL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>UX Writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>No code prototyping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>Sales &amp; Negotiation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td>Perfect Pitch</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Second term @ POLIMI GSOM</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Design thinking for Ideation in the digital environment</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Agile Project Management</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>ICAR-13</td>
<td>Product service system Design</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Lean Startup Approaches</td>
<td>75</td>
<td>3,0</td>
</tr>
<tr>
<td>ING-IND/35</td>
<td>Career management 2 (tbc polimi)</td>
<td>25</td>
<td>1,0</td>
</tr>
<tr>
<td>ICAR-13</td>
<td>Designing AI-based services</td>
<td>200</td>
<td>8,0</td>
</tr>
</tbody>
</table>
ART. 4
Admission requirements

The master is reserved to candidates with a Bachelor of Science/Master of Science. For candidates having obtained a degree abroad, the equivalent qualifications of the respective university systems will be considered. The selection process is carried out by SKEMA Business School.

ART. 5
Formal requirements

The **admission application** must be submitted starting from the day after the date of this Decree and by:

- **30 June 2023** for EU candidates
- **31 July 2023** for extra-EU candidates

The admission application must state the following "I authorise this University, under EU Regulation no. 2016/679 on data protection, to process personal data only for purposes related to the Master’s admission, enrolment and management, and agree to the disclosure of my personal information to third parties, particularly:

- public and private entities interested in possible recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- to entities managing unsecured loans, housing, flexible employment contracts, cultural, recreational and/or sports activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

The extended information on data processing and data subject rights is available on the website [www.polimi.it/privacy](http://www.polimi.it/privacy)

The selection process is SKEMA Business School’s responsibility. SKEMA selects applicants and submits the list to GSOM for approval upon admission.

The documentation must be sent to:

**SKEMA BUSINESS SCHOOL**
Email: [international.admissions@skema.edu](mailto:international.admissions@skema.edu)

* Italian/foreign citizens who graduated in Italy

- copy of the identity document
- copy of the Diploma Supplement or photocopy of the degree diploma
* Italian/EU citizens with qualification gained abroad

- copy of the identity document
- copy of the academic qualification obtained both in original language and translated
- copy of the certificate (both in original language and translated) showing the marks given in the individual exams or Diploma Supplement (during enrolment, the certificate of equivalence issued by the relevant area's Italian Representative abroad or certificate issued by the Enic/Naric Centres must be submitted)

Under Art. 75 of Italian Presidential Decree 445/2000, if the Administration, after carrying out suitable checks, finds that the content of the declarations made by the applicant is untrue, the declarant forfeits any benefits obtained by the measure issued based on the untrue declaration.

* Non-EU citizens who graduated abroad

Non-EU foreign citizens must submit the following to the Managing Authority:

- copy of the degree in the original language and its translation into Italian/English/French or Spanish
- copy of the transcripts with the list of exams in the original language and their translation into Italian/English/French or Spanish or Diploma Supplement

At least 30 days before the closing date of the registration period as indicated in this article.

The Managing Authority shall send the documentation listed above for the evaluation of qualifications, to participate in the Politecnico di Milano's Specialising Masters, Masters and Lifelong Learning Service by the closing date of this call for applications, under the MIUR/MAE note "Procedures for entry, stay and enrolment of students applying for visas in higher education programmes in Italy for the 2022/23" academic year.

Following acceptance by the University, and only after confirming to the Managing Authority their participation on the Programme by the set methods, students must register on the Ministerial portal https://www.universitaly.it informing the Managing Authority that the registration has been completed in order for the application to be sent to the Representative responsible for issuing the entry visa.

ENROLMENT METHOD:

Students admitted to the Master’s Programme must create access credentials to Politecnico di Milano's online services on the website www.polimi.it They must then enter their details and create a person code, attaching a valid identity document (passport for non-EU citizens), and communicate their person code to the Master’s Managing Authority. Students already registered must update their personal details, if they are obsolete.

Portal access credentials must be retained as they will be required to access all of Politecnico di Milano's services. Lost access credentials may be autonomously restored or obtained through an OTRS ticket.

Politecnico creates a temporary student identification number to allow the student to pay the enrolment fee via online services.

The achievement of an Italian degree can be self-certified by completing the appropriate form provided by the Managing Authority. A degree obtained abroad must be documented by presenting a declaration of value (DOV) issued by the Italian Representative abroad (Italian Embassy or Consulate) on letterhead complete with its original stamp; or a certificate issued by the Enic/Naric Centres.

In addition to the above documentation, non-EU citizens must upload a copy of a valid residence permit on their online services personal data record.
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In addition to the above documentation, non-EU citizens must upload a copy of a valid entrance and residence permit on their online services personal data record.

**ART. 6**

Degree and award recognitions

**ISSUED CERTIFICATION**

Students admitted to the Master's final examination will pay the fee via the online services of Politecnico di Milano in order to be able to take the exam.

At the end of the Programme, upon completion of the course and after passing the final test, the student will be awarded the “Product Management and UX Design” first-level Specialising Master’s diploma in English.

**STUDENT OBLIGATIONS**

Attendance is compulsory for at least 75 per cent of the programme activities.

Cancellation from the Programme must be made in writing. The training period may not be suspended for any reason.

**TESTING METHODS**

The final exam will consist in the presentation and discussion of a thesis/dissertation.

**ART. 7**

Tuition fees and contributions

The cost of the Specialising Master’s is € 25,000, divided as follows:

- Politecnico di Milano enrolment fee is € 500 per student.
- Participation fee is € 24,500 per student

The Politecnico di Milano enrolment fee will not be refunded under any circumstances.

Information on scholarship and loans are available on POLIMI GSOM website.

000010025X55 – ABI 05696 – CAB 01620 – CIN L – IBAN IT02 L056 9601 6200 0001 0025 X55
At Banca Popolare di Sondrio, Agenzia n. 21, Via Bonardi n. 4, Milano – made out to MIP Politecnico di Milano

Specifying the payment reason **ID 2450 MU1 PM & UX.**
ART. 8
Personal data processing

Under EU Regulation no. 2016/679 on data protection, the University processes personal data only for purposes related to the master’s admission, enrolment and management, and you agree to the disclosure of your personal information to third parties, particularly:

- public and private entities interested in possible recruitment;
- to academic programme backers; Politecnico Treasurer for services related to tuition fees;
- entities managing unsecured loans, housing, flexible employment contracts, cultural, recreational or sports activities.
- I authorise the use of the data for statistical purposes in respect of the procedures and authorisations required by the cited regulation.

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ART. 9
Publication

This Decree is made public on Politecnico di Milano’s website at https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

Dr Anna Bacigalupi
Via Lambruschini 4c, Building 26/A
20156 Milan (MI)
Telephone: +39 02 2399 2820
Fax: +39 02 2399 2844
Email: infomasters@gsom.polimi.it
http://www.gsom.polimi.it

Rector
(Prof. Ferruccio Resta)