HAVING REGARD TO the Statute of the Politecnico di Milano;
HAVING REGARD TO M.D. no.509 of 3.11.1999;
HAVING REGARD TO M.D. no. 270 of 22.10.2004;
HAVING REGARD TO the University’s General Regulations;
HAVING REGARD TO the Politecnico di Milano Master regulations, issued with R.D. no. 2235 of 05.08.2013;
HAVING OBTAINED the favorable opinion of the Academic Senate at its meeting of 21.11.2022, regarding the establishment and activation of Master proposals, including the 1st level Specializing Master “STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN”;

HEREBY DECREES

The 1st level Specializing Master “STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN” has been established and activated for the years 2023/2025.

ART. 1

Features of the Master course

The 1st level Specializing Master “STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN” has been established and activated at the Department of Design.

The Specializing Master course will have its administrative headquarters at the POLI.design S.c.r.l. The School of reference is the School of Design.

The Master Director of the Master is Professor Cabirio Cautela. The Deputy Director is Professor Francesco Zurlo. The Specializing Master Commission is made up of Politecnico di Milano Professors: Cabirio Cautela, Francesco Zurlo, Anna Meroni, Matteo Oreste Ingaramo, Alessandro Deserti, Lucia Rosa Elena Rampino and Claudio Dell’Era.

ART. 2

Training objective and employment opportunities

The programme aims to build the foundations of a specific and expert competence relating to the issues surrounding strategic design and to innovation and design of the product-system for companies. The Master aims to produce experts and consultants capable of carrying out a design and management role in the innovation process of the product-system. In particular, the programme proposes training on integration of product, services and communication components and developing specific skills aimed at improving the overall process quality (that is, production methods and contexts) and that of the results (that is, that of the actual and perceived quality) that set the cultural identity characteristics, sensoriality a sustainability of the designed solutions. These solution thereby distinguish themselves for their ability to combine product quality with that of their environment and the social forms that create them. The objective is therefore to instil in participants a design capacity (problem setting and problem solving), an ability to envisage and generate ideas, produce and communicate images,
initiative in terms of being able to identify the methods, resources and partners to reach a pre-established objective, an aptitude for managing complexity by integrating resources and actors in an innovative design process and, in turn, knowing how to integrate with them, vision as an ability to select information, an ability to identify trends, build a personal point of view and produce scenarios, acquire the tools needed to understand and recognise the “range of possibilities” within which to operate and the related innovative factors; acquire the skills needed to design and manage innovation of the various product-system components; acquire multimedia tools to present personal ideas and designs with the help of various communication support; develop and improve the skills to take on and innovate the intrinsic and extrinsic characteristics of the cultural identity of product systems. The placement identifies two main macro-professional profiles: “innovation and design specialists” (marketing directors, R&D managers, industrial designers and product engineers, services and multimedia solutions designers) and “integrators of innovative and design processes” (design managers, design directors, project managers, product managers, retail managers, brand managers, consultants for product-system innovation).

The course will be held in English.

ART. 3

Teaching content and organization

The 1st level Specializing Master will begin in October 2023 and will end in January 2025.

The master is structured in theory modules, project and laboratory modules. The path finishes with a curricular internship or Professional project lasting 500 hours.

<table>
<thead>
<tr>
<th>SSD</th>
<th>Teaching content</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>M-PSI/01</td>
<td>Intercultural integration</td>
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<td>M-PSI/01</td>
<td>Empowerment</td>
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<tr>
<td>ICAR 13</td>
<td>Pitch &amp; Presentation Strategies</td>
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</tr>
<tr>
<td>ING-IND/35</td>
<td>Creativity and Team management</td>
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<td>Portfolio Empowerment</td>
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<tr>
<td>ICAR 13</td>
<td>Strategic Storytelling &amp; Contents narratives</td>
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<td>Strategic Management</td>
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<td>Marketing</td>
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<td>Entrepreneurship &amp; Startup Development</td>
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<td>History of Italian Design</td>
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<td>Product Service System</td>
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<td>ICAR 13</td>
<td>Design for Circular Economy</td>
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<td>SECS-P/08</td>
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<td>ICAR 13</td>
<td>Curricular internship or Project work</td>
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<td><strong>Total</strong></td>
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ART. 4
Admission requirements

The enrolment at the Specializing Master requires a Bachelor of Science degree, or a Master of Science degree in engineering, architecture, industrial design, economics, social and human sciences, that have gained a certain degree of work experience and who intend on enriching their professional careers by working on the border between the design and management fields.

For those who did not graduate in Italy, equivalent study titles will be considered if recognized in the respective course of studies.

The number of admitted students is 35.

The selections will be made in chronological order with respect to the date of receipt of the application, until all available places have been filled.

The selection will be made by the Commission.

ART. 5
Prerequisites

The application may be submitted from the day following the date of this Decree and within August 21, 2023.

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

The documentation is available electronically at the following website: https://www.polidesign.net/it/formazione/business-design/master--strategic-design/

Admission must be sent to:

POLI.design S.c.r.l.
Via Don Giovanni Verità, 25
20158 MILANO (MI)
Telefono: +39 022399.5911
Fax: +39 022399.5970
email: selezioni@polidesign.net

* 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

- **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
- **copy of a valid passport**

The Managing Office 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](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](http://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 will have to 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 entrance and residence permit on their online services personal data record.**

**ART. 6**

**Certifications and awards**

**CERTIFICATION ISSUED**

Students admitted to the final exam of the Master will pay the stamp through the online services of Politecnico di Milano, in order to take the exam.

After completing the course and on passing the final exam, the 1st level Specializing Master “Strategic Design. building new businesses and strategies through design” certification will be issued, in English.

**STUDENT OBLIGATIONS**

Attendance is compulsory for at least 75% of the course activities. Withdrawal from the course must be submitted in writing. The training period cannot be suspended for any reason.
ASSESSMENT PROCEDURE
The final examination will consist in a public discussion of the design concept developed during the project work phase and aims to ascertain students' analytical and design skills.

ART. 7
Tuition fees and contributions

The total cost of the course is equal to € 14,500.00. The cost is split into:

- Contribution for enrolment in the Politecnico di Milano - € 500.00 per student
- Master tuition fees - € 14,000.00 per student

The contribution for enrolment in the Politecnico di Milano will not be returned under any circumstances.


Specifying the Specializing ID 2466 MU1 Strategic Design as the reason for the bank transfer.

ART. 8
Data Treatment

The University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, uses the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

ART. 9
Advertisement

This Decree is published on the Politecnico di Milano website at the page https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

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Fax: +39 02.2399.5970
Email: selezioni@polidesign.net
http://www.polidesign.net

The Rector
(Prof. Ferruccio Resta)

Digitally signed, according to the law.