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 1st and 2nd level Specialising Masters, Post Graduate Courses and Continuing Education of Politecnico di Milano issued with Rector's Decree no. 0227162 of 04.10.2022;
HAVING ACQUIRED the favourable opinion of the Academic Senate during the meeting on 20.02.2023, on the establishment and activation of proposals for Specialising Masters, including the “SERVICE DESIGN” first-level Specialising Master’s

DECREES

The first-level Specialising Master’s in “SERVICE DESIGN” has been established and activated for the years 2024/2025.

ART. 1
Specialising Programme’s features

The first-level Specialising Master’s in “SERVICE DESIGN” has been established and activated at the Design Department.

The Master is provided by POLI.design S.c.r.l. The reference school is the School of Design.

The Master's Director is Prof. Stefano Maffei. The Vice-Director is Prof. Beatrice Villari. The Scientific Committee comprises the following Politecnico di Milano professors: Stefano Maffei, Beatrice Villari, Venanzio Arquilla, Francesca Foglieni, Cabirio Cautela; and Dr. Raffaella Scognamiglio from POLI.design.

ART. 2
Educational objective and employment opportunities

POLI.design founded by Politecnico di Milano devotes a specialized upper-level training programme to Service Design. The Master in Service Design is an international training programme, taught entirely in English, focused on a user-centred approach, and the development of service ideas from contextual research to prototyping. The overall idea behind the Master stems from the awareness of the significant changes that have occurred in the development and delivery of services and products by companies and public-sector organizations, and the radical impact that these changes are producing on professional skills and corporate capabilities. It is thus essential to train professionals who can build and manage new physical and virtual patterns of service experience and interaction. The complexity of conceiving, developing, and delivering a service requires innovation culture, creative thinking, and cultural exchange. In order to strengthen the student's abilities, the Master program relies on an educational model that merges the acquisition of broad and multifaceted methodological knowledge and a learning-by- doing approach through: lectures and multidisciplinary modules, experimental projects with real companies coordinated by international academics and professionals and Masterclasses. The Specializing Master in Service Design trains specialists in the design of services for firms and public-sector organizations. The programmes overall objectives are to produce experts and consultants with a solid design culture, vision, and the ability to design, manage, and organize the conception and implementation of a service. It also aims to develop
innovation and entrepreneurship. On conclusion of the programme, the participants will be able to: devise systemic innovation models for services; deploy theoretical skills to operate within complex system; use specific service design tools; observe and analyse user experience to construct a user-centred vision of complex interaction; manage service conception, design and development and foster entrepreneurship. Numerous employment opportunities are available to graduates from the Specializing Master in Service Design. Potential roles include: - service designer as a specialized consultant at a design agency; - service designer as a consultant or employee of public-sector organizations, research centres, enterprises and authorities; - service designer as a consultant or employee of private-sector organizations, research centres, companies and organizations; - service designer as a freelance or self-employed professional (start-up).

The programme will be delivered in English.

ART. 3

Teaching content and organisation

The Specialising Programme will start in January 2024 and end in January 2025.

The Specializing Master in Service Design aims at training project experts to be able to integrate both creative skills and skills of operational implementation of complex systems as services are. This ability will be completed by an expertise that will allow to create and develop a new idea of service, to manage re-design processes and the integration of already existing service systems, to improve and increase the supply performances, the soft qualities, the dynamics of interaction with environment and technology in businesses, organizations and public institutions both with an internal and an external role (consulting). The students will be involved in extracurricular activities to foster what they have learned during the Master.

The master is a 60 ECTS programme and teaching will be organised as follows:

<table>
<thead>
<tr>
<th>Didactic activities</th>
<th>MANDATORY Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course</strong></td>
<td><strong>SSD</strong></td>
</tr>
<tr>
<td>Service design basics &amp; tools</td>
<td>ICAR/13, ING-IND/35</td>
</tr>
<tr>
<td>Emerging service culture</td>
<td>ICAR/13, SPS/08</td>
</tr>
<tr>
<td>Service business and management</td>
<td>ING-IND/35, SECS-P/08</td>
</tr>
<tr>
<td>Future studies, systems thinking and sustainable design</td>
<td>ICAR/13, ING-IND/35</td>
</tr>
<tr>
<td>Human centered innovation and participatory futures</td>
<td>ICAR/13, SPS/08</td>
</tr>
<tr>
<td>Emerging technologies &amp; digital services</td>
<td>ICAR/13, ING-INF/05</td>
</tr>
<tr>
<td>Service design workshops</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>Internship/professionalizing project/activity akin to internship</td>
<td>ICAR/13</td>
</tr>
</tbody>
</table>

ART. 4

Admission requirements

The Specializing Master is reserved to candidates with a Bachelor/Master of Science degree, or university-level diploma in design, architecture or engineering. Candidates may also be specialized in non-polytechnic disciplines for whom polytechnic skills can significantly enhance their prior professional training. Applicants holding equivalent qualifications in the respective university systems are welcome to apply for admission in the Specialising Master.
The maximum number of admitted students is 30. The selection process is carried out by the Scientific Committee.

ART. 5
Formal requirements

The admission application must be submitted to the managing authority starting from the day after the date of this Decree and by 22 November 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 admission documentation is available electronically in the SUBSCRIBE section of the page dedicated to the master through the following website https://www.polidesign.net/.

The listed document below must be sent to:

POLI.design S.c.r.l.
Via Don Giovanni Verità, 25
20158 MILANO (MI)
Phone: +39 0223997225
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

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
  - copy of a valid passport
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](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 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 entrance document 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 First-level Specializing Master in "Service Design" in English language.

**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 examination consists of the discussion on a project work about the analysis and redesign of an existing service.

**ART. 7**

**Tuition fees and contributions**

The cost of this Specialising Master programme is **€ 15,500.00** divided as follows:

- Politecnico di Milano enrolment fee is **€ 500.00** per student.
- Participation fee is **€ 15,000.00** per student
Politecnico di Milano enrolment fee will not be refunded under any circumstances.

Enrolment and participation fees can be paid to the bank account IBAN number: IT28M030690960100000176368 – Account no. 100000176368 – CAB 09606 – ABI 03069 – CIN EUR 28 – CIN IT M – account holder Poli.design S.C.R.L. at Intesa San Paolo – Piazza Paolo Ferrari, 10 – 20121 Milano (MI)

Specifying as the reason of payment **ID 2549 MU1 Service Design.**

**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.

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

**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/](https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/)

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

**Dr ELISA PICCINI**  
Via Don Giovanni Verità, 25  
20158 Milano (MI)  
Phone: +39 0223997225  
Email: selezioni@polidesign.net  
[http://www.polidesign.net](http://www.polidesign.net)

Rector  
(Prof. Donatella Sciuto)  
Signed Donatella Sciuto

Digitally signed document, under legislation.