

The Rector



POLITECNICO
MILANO 1863

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 for 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 17.04.2023, on the establishment and activation of proposals for Specialising Masters, including the first level Specialising Master "INTERNATIONAL EXECUTIVE MASTER IN DESIGN STRATEGY AND SYSTEM INNOVATION"

DECREES

that the first level Specialising Master "INTERNATIONAL EXECUTIVE MASTER IN DESIGN STRATEGY AND SYSTEM INNOVATION" is established and activated for the years 2023/2024.

ART. 1

Master's features

The first level Specialising Master "INTERNATIONAL EXECUTIVE MASTER IN DESIGN STRATEGY AND SYSTEM INNOVATION" has been set up and activated at the Design Department.

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

The Specialising Master's Director is Professor Francesco Zurlo. The Vice Director is Professor Barbara Casati. The Scientific Committee of the Specialising Master's programme is made up by Professors from Politecnico di Milano: Francesco Zurlo, Barbara Casati, Cabirio Cautela, Luca Guerrini, Umberto Tolino, Claudio dell'Era, Antonio Ghezzi, Venanzio Arquilla, Maria Luisa Galbiati, Leonardo Cascitelli; and by prof. Lan Tong from Beijing Lantao Culture Development Co. Ltd.

ART. 2

Educational objective and employment opportunities

The Master in Design Strategy and Innovation System takes place in China and Italy. The theoretical and methodological lessons take place mainly in China, whereas workshops and immersive experiences to understand the Italian design system take place at Politecnico di Milano. The master is organized in collaboration with the Institute Lantao Culture Development of Beijing, with which previous short training course and master's degrees (MIEID) were organized. The Master is aimed at Chinese professionals who wish to gain knowledge, methodologies and tools to promote innovation as well as identify and achieve strategic objectives. The course explains methods and culture of the project that have been developed in terms of procedures and approaches inside the Design System of Politecnico over the years, with the aim of supporting the process of change and innovation for businesses, local authorities, institutions and organizations. Lectures, experiences and exercises, workshops and case study presentations, are designed to increase participants' approach to systemic project. The course will be critical, training, and professionalizing it will deal interdisciplinary and methodologically with the complexity of the project, at different levels and in different contexts.

At the end of the Master, the participants, that already have their own cultural and professional experience, will have acquired additional knowledge about the characteristics and systemic approach to the project and innovation of the product system issues. In addition, students enrolled in the Master will acquire knowledge about: strategic design, design management, service design, design thinking, branding and the construction of the identity. Thanks to the acquired systemic and strategic vision, they will be able to develop their entrepreneurship as well as work for design companies, business consulting, distribution or manufacturing industries, knowing from time to time to identify appropriate strategies and techniques.

The Programme will be delivered in English.

ART. 3 Teaching content and organisation

The Specialising Master's will start in **October 2023** and will end in **October 2024**.

The Master in Design Strategy and Innovation System takes place in China and Italy. The master is organized in collaboration with the Beijing Lantao Culture Development Co. Ltd di Pechino. The Master is aimed at Chinese professionals who wish to gain knowledge, methodologies and tools to promote innovation as well as identify and achieve strategic objectives.

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

Didactic Activities	MANDATORY Courses		
Course	SSD	Total hours of activity	ECTS
Strategic Design	ICAR/13	50	2
Lighting design	ICAR/13	50	2
Business innovation	ING-IND/35	50	2
Service Design	ICAR/13	50	2
Visual Storytelling	SPS/08	50	2
Living Style	ICAR/13	50	2
Design Research and Methodologies	ICAR/13	50	2
Contemporary Design History	ICAR/13	50	2
	L-ART/03		
Trend forecasting	ICAR/13	50	2
Urban Anthropology	M-DEA/01	50	2
Local development design	ICAR/13	50	2
Architecture and Interiors	ICAR/13	50	2
Exhibition Design	ICAR/13	50	2
Design Thinking	ICAR/13	50	2
Design Leadership and Management	ING-IND/35	50	2
Design for Sustainability	ICAR/13	50	2
Workshop	ICAR/13	350	14
	ICAR/16		
Professionalizing Project	ICAR/13	350	14

ART. 4

Admission requirements

The enrolment at the Specializing Master requires a University Diploma, a Bachelor of Science degree, or a Master of Science degree in Industrial Design, Architecture, Engineering, Economics and Communication Science or, in alternative, an equivalent qualification. Anyhow, the Academic board has the right to consider the enrolment of candidates holding the above-mentioned titles in other disciplines. For applicants holding foreign degrees, the equivalent qualifications of the respective university systems will be considered

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 September 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 at the master's dedicated landing page from 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 0223995911

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, residency and enrolment of international students and the respective recognition of qualifications, for higher education courses in Italy for the academic year 2023/2024" 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 entrance document and residence permit on their online services personal data record.**

In order to be enrolled at Politecnico di Milano, regardless of the Master's delivery modes (in person, online/distance learning), **non-EU citizens must upload a copy of a valid passport 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 “International Executive Master in Design Strategy And System Innovation”, 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 exam will be a thesis discussion.

ART. 7
Tuition fees and contributions

The cost of this Specialising Master programme is € 8,500.00 divided as follows:

- Politecnico di Milano enrolment fee is € 500.00 per student.
- Participation fee is € 8,000.00 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: IT28M0306909606100000176368 – 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) – 30133 Milan.

Specifying as the reason for the payment: **ID 2573 MU1 Design Strategy & System Innovation.**

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

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:

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20158 Milano (MI)

Telefono: +39 022399 5911

Email: selezioni@polidesign.net

<http://www.polidesign.net>

The Rector
(Prof. Donatella Sciuto)
Signed Donatella Sciuto

Digitally signed document, under legislation.