

DA

Domus Academy



BUSINESS DESIGN

Design direction

The master course is a creative format which proposes new intense relations between the world of Business and the world of Design. The program is an educational project aimed at training new managers with a design and creative background.

THE STRUCTURE

The teaching activity is a mix of lectures and workshops, focusing on business and design languages, methodologies, managerial skills, entrepreneurial spirit. Students are encouraged to work in teams on briefs committed by companies. The academic program is based on close relationship with companies, consulting firms or design studios, broadening the topic of market research, brand or product innovation, social business and innovation strategies. The course ends with a Final Master course Project, that students develop individually under the supervision of a project leader.

THE AUDIENCE

Graduates and young professionals coming from economics, human science and design-related faculties, who wish to learn how to combine creativity, managerial skills and entrepreneurial mind set through a multidisciplinary approach.

THE FUTURE

Participants will develop competences to achieve different high-level managerial positions in sectors like Fashion, Design, Luxury Goods, Food, Leisure, Tourism, Consumer Goods, Media, Social, Consultancy and ICT. Students are also trained to start up new business ventures from a creative idea.

LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

DURATION

12 months

INFORMATION

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The master course has worked with

3M
Altreforme
Aquolina
Autogrill
Barilla
BTicino
Comieco
DB Apparel
Deborah Group
Ebay Italia
Elica
Fondation Interieur
Italia Independent
Moreschi
Pininfarina Extra
Piquadro
Robilant & Associati
Sevengrams
Sunstar
Unicredit Group
Unieuro
Unilever
Veuve Clicquot

The master course is validated and awarded by the University of Wales



University of Wales
Prifysgol Cymru



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Art & Design
Education

