



AY 2024/25

Double Award Master's Programme / Academic Master's Programme in

BUSINESS DESIGN

www.domusacademy.com



DOMUS ACADEMY MILANO

About Domus Academy



Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa).

Juan Carlos Viso/Juanco

Domus Academy is the place where everything and its opposite is discussed, where ideas grow and invade the surrounding world.

Emanuele Biondi

In my opinion, there have been only three real design schools: Bauhaus, which corresponded to the industrial society, Ulm to the mass society, and Domus Academy, the school of the postindustrial society.

Antonio Petrillo

Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life.

Giulio Ceppi

Awards and recognitions

SCHOOL AWARDS:

- Included in the **QS World University Rankings by Subject**
- Included in **THE Impact Rankings** (2023)
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities (2022)
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools - 2016, 2017
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design 2014-2017
- Listed as one of the Best Design Schools in the World by **BusinessWeek** - 2009
- **Compasso d'Oro Award** by the ADI, Associazione Disegno Industriale (Industrial Design Association) - 1994



STUDENT AWARDS:

- Maddalena Casadei (Master in Product Design): Included in **AD100/2022**
- Irem Başer Oğan (Master in Product Design): **Winner IF Design Award 2021**
- Morgan Ræ (Master in Interior & Living Design): **Winner Radical Innovation Award 2021**
- Namit Khanna (Master in Product Design): **Winner EDIDA India Young Talent 2021**
- Carolin Voitke (Master in Fashion Design): **Finalist Mittelmoda Contest 2021**
- Daniele Ficarra (Master in Product Design): **Winner Swarovski Foundation Institute contest 2021**
- Defne Koz, Marco Susani (Master in Product Design): **Winners Compasso D'Oro 2020**
- Noel Braganza (Master in Interaction Design): **Winner Red Dot Award 2020**
- Ana Gabriela Teran, Yara Ghaouch (Master in Fashion Styling & Visual Merchandising): **Winners Bodytelling contest by Marie Claire 2019**

Why Domus Academy



A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with a long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

ICONIC POSTGRADUATE DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of Postgraduate courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems. Milan is a creative environment like no other.

Programme Leader



Elisa Chiodo

*Double Award Master's Programme / Academic Master's Programme
in Business Design*

**"Innovation for us is the capacity
to envision new future scenarios,
launching pioneering ideas and
business solutions."**

Loki, project by
Loyal Hashwa,
Preejarumon
Kaewmanee,
Master in
Business Design
2020

Master in Business Design

The Master in Business Design is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the programme leader, and project leaders will guide you via individual coaching and mentorship.

The combination of accredited coursework and real-life professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

Students can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Master of Arts degree with an international UK validation.

Career Profiles

This programme will equip you with the skills to secure roles in consultancy firms, research and development firms and start-ups, as well as to embark on a career as a self-employed consultant or entrepreneur. You may also consider related roles including:

STRATEGIST

DESIGN AND INNOVATION MANAGER

BUSINESS DEVELOPER

**RESEARCHER IN RESEARCH AND INNOVATION
UNITS**

**BRANDING EXPERTS IN COMMUNICATION
AGENCIES**

CONSULTANT IN SERVICE COMPANIES

Academic Offering

ACADEMIC MASTER'S PROGRAMME

DURATION: 11 months

ACCREDITATION: Italian Ministry for University and Research (MUR)

CREDITS: 60 ECTS

LANGUAGE: English

INTAKE SEPTEMBER 2024: from 10/09/2024 to 25/07/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 14/11/2025

INTAKE FEBRUARY 2025: from 27/01/2025 to 23/01/2026

VALIDATION: NABA



DOMUS ACADEMY MILANO

DOUBLE AWARD MASTER'S PROGRAMME (MASTER OF ARTS)

DURATION: 13-15 months

ACCREDITATION: Privy Council UK and Italian Ministry for University and Research (MUR)

CREDITS: MUR – IT (Master Accademico di Primo Livello / Academic Master First Level) = 60 ECTS PRIVY COUNCIL – UK (Master of Arts) = 180 CAT, UK Credits (equivalent to 90 ECTS)

LANGUAGE: English

INTAKE SEPTEMBER 2024: from 10/09/2024 to 28/11/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 13/02/2026

INTAKE FEBRUARY 2025: from 27/01/2025 to 22/04/2026

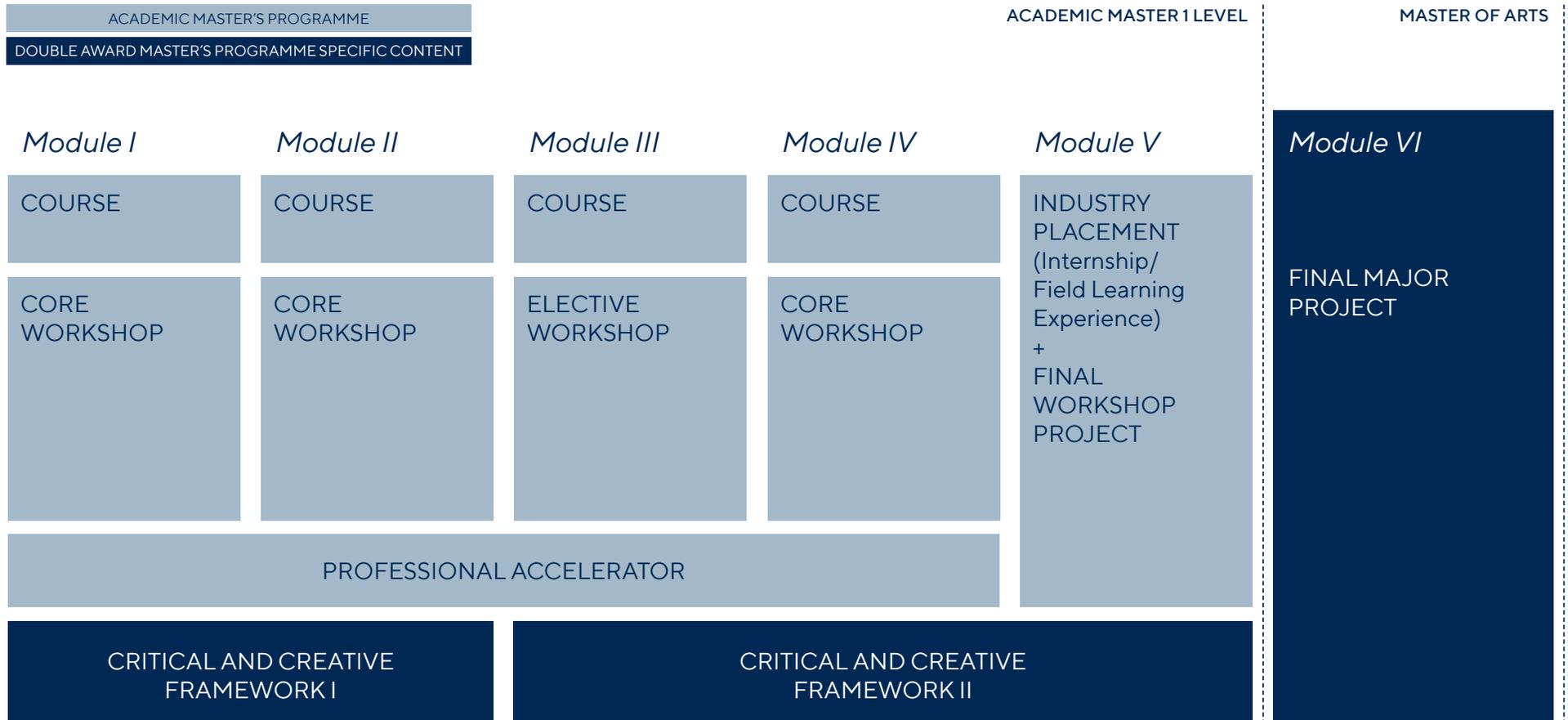
VALIDATION: Regent's University London and NABA



 **REGENT'S**
UNIVERSITY LONDON

BUSINESS DESIGN

Programme Structure



Each Master's Programme is **workshop based**, supplemented with seminars, lectures, tutorials and fieldwork.

The **Academic Master's Programme** path consists of **4 modules** (course + workshop) plus **1 module** including a professional experience and a final portfolio presentation.

The **Double Award Master's Programme** path includes additional dedicated classes and a 6th module as **Final Degree Project** giving you the unique opportunity to pursue your design studies in Italy getting an **Academic Master Degree** validated by the Italian Ministry for Education and a UK validated **Master of Arts Degree**.

Programme Structure



Eat to Live, project by Maya Yıldırım, Juliana Gomez Corredor, Kajal Patel, Master in Business Design 2019 in collaboration with Deliveroo

THEORETICAL COURSES: coursework focuses on examining the theory that underpins the field through lectures and exercises, as well as tutorials that teach management and marketing strategies specific to the industry. Throughout, you will be exploring the most cutting-edge technology such as design software and 3D modelling tools, learning how to create a unique brand and developing your own professional identity.

WORKSHOPS: guided by industry professionals and faculty project leaders, you will work with leading companies on projects such as creating new products or services for different industrial sectors on a worldwide scale.

FINAL WORKSHOP PROJECT: you will be able to develop personal, in depth body of work as a culmination of your academic path. You will develop design research, create projects and explore conceptual ideas that are transformed into tangible outputs.

PROFESSIONAL EXPERIENCE: to gain real experience working in your field, you will choose to either do an internship at a company site, work on a project on campus in collaboration with a company and complete an entrepreneurship module. In each case, you will benefit from mentorship, an inside perspective on their field and valuable career connections.

CRITICAL AND CREATIVE FRAMEWORK: in this module, you will undertake in-depth research on selected topics and themes. You will investigate new methodologies and integrated a critical perspective in the development of a research that represents reflections on the contemporary context and that will contribute to the body of knowledge in your disciplinary area. This research will inform and provide the theoretical framework and foundations for the Degree Project.

FINAL MAJOR PROJECT: you will develop an individual degree project that represents a professional body of work as final step of your Master's experience. During the development, there will be a high degree of individual self-guided study that is guided by mentors and advisors.

Business Design Courses and Workshops

THEORETICAL COURSES

Entrepreneurship Business Modelling
Advanced Business for Design
Strategic Branding
Professional Accelerator Activities

CORE WORKSHOPS

Entrepreneurship Through Design
Product Strategy

ELECTIVE WORKSHOPS

One to be chosen among:
Digital Communication
Strategic Brand Management
Experience Design
Fashion Buying

June 2021: Product Strategy workshop launch
in collaboration with DDB Group Italy and ZURICH CONNECT

Business Design Courses and Workshops

ENTREPRENEURSHIP BUSINESS MODELLING - THEORETICAL COURSE

The course focuses on the entrepreneurial process of opportunity identification and exploitation; the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. You will explore the definition of what entrepreneurship is to its specificities and challenges.

ADVANCED BUSINESS FOR DESIGN - THEORETICAL COURSE

The course offers you the possibility to deeply understand and practice core aspects of real life business scenarios that determine the economic performance and viability of a company, studio or consultancy. You will explore fundamental accounting, financial and business planning tools; short and long term profitability aspects; various sustainable business model approaches; and how to build long-lasting competitive advantages. It will provide an overview of the various options to fund innovative projects or enterprises within a long-term horizon and a general framework around intellectual propriety and copyright aspects and regulations.

STRATEGIC BRANDING - THEORETICAL COURSE

The course has the goal to support you to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary. It guides them to develop strong and authentic branding strategies in order for new brands to be able to connect emotionally with their customers and cultivate lasting relationships with them. You will explore analytical frameworks to assess the reasons behind the success of some major brands, both from a strategic and creative point of view; appraise new strategies to effectively define a brand's positioning, consistent with the target audience and the market context; assess how to articulate and apply strong and relevant brand identities, with unique value proposition to differentiate themselves from potential competitors.

PROFESSIONAL ACCELERATOR ACTIVITIES - THEORETICAL COURSE

The Professional Accelerator module aims at consolidating and advancing the professional profile of students, together with the acquisition of a critical awareness of the future job trends and market opportunities. The module

provides you with the skills and abilities to build your own professional profile, through an outstanding portfolio and CV and offers you opportunities for contact with the professional world.

ENTREPRENEURSHIP THROUGH DESIGN - WORKSHOP

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an "ideal business", starting from the assumption that every successful business and company is the realization of something that originated as a dream.

PRODUCT STRATEGY - WORKSHOP

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

DIGITAL COMMUNICATION - WORKSHOP

The workshop support you in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

STRATEGIC BRAND MANAGEMENT - WORKSHOP

The workshop gives students solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new product and services development, brand and line extension, innovative business models, and other growth strategies options.

EXPERIENCE DESIGN - WORKSHOP

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.

FASHION BUYING - WORKSHOP

The Fashion Buying workshop gives you an insider view on the key role of a fashion buyer; from professional competencies and essential retail strategy and operations to personal attributes.

Workshops



Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

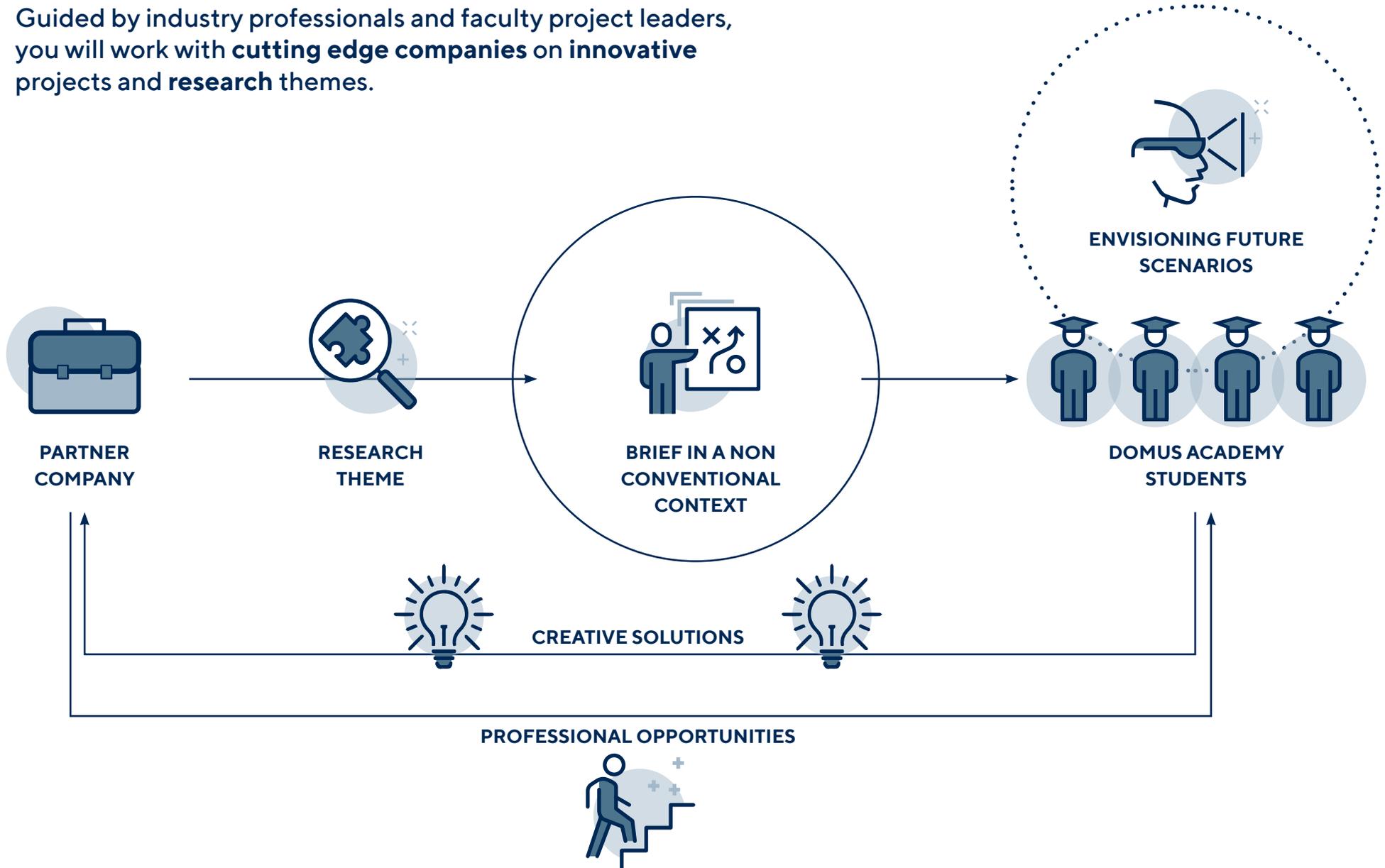
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

Based on a cross-disciplinary methodology, each workshop can involve students from different Master's Programmes working on diverse aspects of the same research issue.

The workshop culminates in a final presentation to the faculty and invited company representatives and professionals.

Workshops Cycle

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative projects** and **research themes**.



Faculty



Contemporary and ethereogeneous faculty composed by teachers, visiting professors, famous and emerging designers, professionals, startupper, innovators, creators, influencers, journalists, special guests, such as:

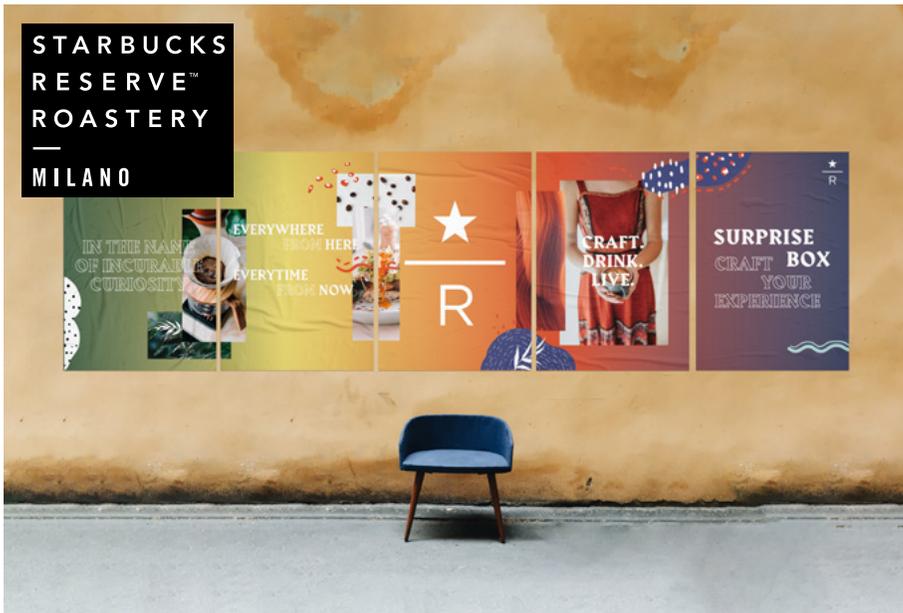
Fernando G. Alberti, Silvia Barbieri, Maria Matloub, Edoardo Fano, Elena Sisti, Marie-Pierre Schickel, Thomas Lehman, Francesca Labrini, Ilaria Scarpellini, Emil Abirascid, Mario Varon.

FERNANDO G. ALBERTI

Professor (chair) of Strategic Entrepreneurship | Director of the Institute for Entrepreneurship and Competitiveness

Companies and Projects

Several companies and design studios collaborate with the Master in Business Design, such as AKQA, Barilla, Ducati, Fondazione Ducati, Starbucks Reserve Roastery, Kickstarter.



“In the name of incurable curiosity” project by Alessandra Serinelli, Joana Inocencio, Leelanuch Chancheochingchai, Product Strategy Workshop in collaboration with Starbucks Reserve Roastery, 2020.

The sensorial journey of Starbucks Reserve Roastery is delivered at home through the “surprise box”, a package including surprise food, beverage and gifts according to customer’s taste. The journey starts online, on Starbucks platform, where it’s possible to create a personal profile and check orders and surveys. To keep user experience in mind we built a journey that brings joy and excitement, pleasure and fun. The user can craft the box for himself or deliver it to a friend for surprise. The element of surprise is important because it’s addictive. Surprise changes behavior, it turbocharges emotions and fuels more passionate relationships between customers and the brand.

“Sway - everwear” project by Lirika Krasniqi, Yuliya Onishchuk, Entrepreneurship Workshop in collaboration with Kickstarter, 2020.

Due to pandemic situation people will get more freedom in the future. They will not return to the office for the whole week and will start working not only at home but from any other place as well. This is exactly what inspired the creation of Sway. A double-faced unisex jacket with multifunctional removable pocket, created to simplify people’s life while working remotely. Sway provides a colorful and professional look, making everyone’s day to day more enjoyable. Comes in unique custom-design fabric and it has multiple hidden functions to provide an easy switch and hands-free between remote working and other activities.





Alumni

Domus Academy Alumni Community includes **over 5,000 Alumni** from all over the world spreading the value of a shared experience and culture.

Alumni are actively involved in many activities such as the annual **Alumni Reunion** organized during the Milano Design Week and the series of talks “**Connecting the Dots**” where notable former students are interviewed to discuss their career development, professional experience and inspirations.

Some of Domus Academy Alumni:

Chiara Diana: Executive Creative Director Frog

Marianna Recchia: Co-founder Tonus Tech

Marianne Mazzanti: Head of Global Digital Operations La Prairie Group

Patrick Kampf: Senior Strategist Agency-side

Anja Carolin Hoffman: Brand Architecture and Retail Strategy Mercedes Benz

Aysegul Donmez: Global Marketing Identity & Equity Manager Barilla

Esteban Gomez: Senior Architect Stefano Boeri Interiors

Caroline Fraser: Brand Communications Manager Lancome International

NIKHIL PAUL

Founder/Creative Director
Paul Matter Studio

“Domus Academy is a melting pot. You meet with people from different ages, culture and background. You share the experience and merge ideas into form. What I have seen, who I have met, what I have felt, what I have absorbed. My life there was beyond studying design in Italy.”

Facts and Figures



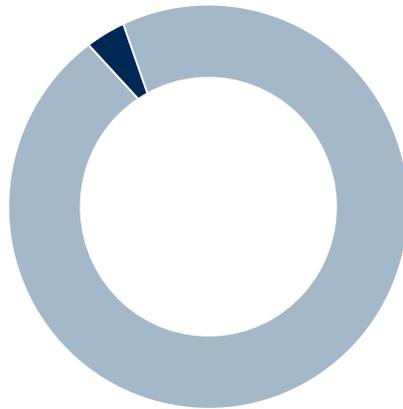
STUDENTS'
NATIONALITIES



International
Students
93%

Italian
Students
7%

Source: BVA Doxa 2023



96%
Placement Rate



100%
Internship/Field
Learning Experience

Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- For the Academic Master's Programme: holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme.
- For the Double Award Master's Programme: holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification). Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel proving also one year of relevant work experience.

Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Double Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent).

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Curriculum vitae
- Copy of Bachelor's Degree or Academic Diploma translated into English or official certificate of expected Graduation issued by the Institution
- Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet translated into English (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet
- Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Double Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Motivational letter
- Copy of passport
- Portfolio of projects (not compulsory for Master in Business Design, Master in Fashion Management, Master in Luxury Brand Management)
- Application fee of €100
- Two reference letters for Double Award Master's Programme only

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

<https://admissions.domusacademy.com/dadea/>

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter; Admissions office will inform students on documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application.

Non-European students will need to apply for study visa via [University](#) and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.



Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine.

Through its network of **54 schools**, the group is present in over **91 campuses** in **13 countries** around the world and has over **170,000 enrolled students**.

It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering.

Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

Domus Academy is part of the following associations:



A L'UOMO Vogue *Experience: 360°*, project by Carolina Caldas, Daniel Wagemans, Parvathy C. Bhojan, Victor Rosas, Chloe Lee, Master in Business Design 2016, in collaboration with L'UOMO Vogue



DOMUS ACADEMY MILANO

Think further, Design beyond