



IN COLLABORATION WITH



ENTREPRENEURSHIP THROUGH DESIGN

In this competition, you will have the chance to explore how experimental entrepreneurship can innovate through design concepts and methodologies. Domus Academy and Coca-Cola are offering five scholarships for the Master in Business Design program with a start date of September 2019.

MASTER IN BUSINESS DESIGN, SEPTEMBER 2019 INTAKE

BRIEF

Begin by selecting a young and inspiring company—based in your home country—that you consider truly innovative. It could be a shrewd business that uses design principles to create a sustainable solution for an important social cause. It could be a small entrepreneurial firm that redesigns local products in a thoughtful way. Or it could be a group of young designers who experiment with new applications of inventive materials or/and technologies.

In your project, define the context of this innovative start-up and explain the criteria that motivated your choice. Then, analyze the innovations of the new company and its products or brands in line with the business design and “Entrepreneurship Through Design” spirit. Illustrate its creative and business values in a clear and meaningful presentation.

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in economics, management, humanities, or design. It is also open to candidates with a background in other disciplines, if they are motivated by strong interest in the program’s topics.

JURY

Projects will be selected and evaluated by the faculty of the master’s program and the Admissions Jury.

REQUIRED MATERIALS

Please gather the following materials into one single file in .PDF format:

- A written description of the project, three A4 pages maximum; OR a 10-slide PowerPoint presentation (including images)
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor’s degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form*

Any additional attached material will be considered a plus and will be evaluated by the jury.

* The application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the master’s program
- One scholarship covering 50% of the total tuition fee of the master’s program
- One scholarship covering 40% of the total tuition fee of the master’s program
- Two special mentions covering 20% of the total tuition fee of the master’s program

Prizes will be calculated on the standard tuition fee, which is EUR 28.600 (for non-EU passport holders, not including diploma fee) and EUR 19.900 (for EU passport holders, not including diploma fee).

DEADLINE

The works must be sent to Domus Academy by and no later than 5th April, 2019. Candidates will be informed about the results of the competition by email on 6th May, 2019.

DELIVERY OF MATERIALS

All the required materials in digital format may be uploaded to this page:

www.competition.domusacademy.com

When you submit your project, you will receive an immediate confirmation email that your submission was received.

If you do not receive confirmation, let us know at competitions@domusacademy.it.

MASTER’S PROGRAM DESCRIPTION

The Master in Business Design program creates new connections between the worlds of business and design. You will work on projects relating to the business of design and the design of business. Enlightening and interdisciplinary, the program focuses on how to apply design methodology, sensitivity, and culture to any business. You will study design-driven company management as you learn to draft plans for business development, branding, marketing, and communication—for product lines, startups, and established businesses.

ELIGIBILITY

- Candidates already holding a first-level academic diploma or bachelor’s degree, or who are about to graduate within the academic year 2018–19
- Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate)

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.