



Decree Index no. 1949 Prot. no. 38647
Date 04.03.2020
Title III Class V
UOR SEMFC

HAVING REGARD TO the Statute of the Politecnico di Milano;
HAVING REGARD TO M.D. no.509 of 3.11.1999;
HAVING REGARD TO M.D. no. 270 of 22.10.2004;
HAVING REGARD TO the University's General Regulations;
HAVING REGARD TO the Politecnico di Milano Master regulations, issued with R.D. no. 2235 of 05.08.2013;
HAVING OBTAINED the favorable opinion of the Academic Senate at its meeting of 17.02.2020, regarding the establishment and activation of Master proposals, including the 1st level Specializing Master "STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN";

HEREBY DECREES

The 1st level Specializing Master "STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN" has been established and activated for the years 2020/2022.

ART. 1

Features of the Master course

The 1st level Specializing Master "STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN" has been established and activated at the Department of Design.

The Specializing Master course will have its administrative headquarters at the POLI.design S.c.r.l. The School of reference is the School of Design. The Master Director of the Master is Professor Cabirio Cautela. The Vice director is professor Francesco Zurlo.

The Specializing Master Commission is made up of Politecnico di Milano professors: Anna Meroni, Francesco Zurlo, Cabirio Cautela, Matteo Oreste Ingaramo, Alessandro Deserti, Lucia Rosa Elena Rampino and Fabrizio Maria Pierandrei.

ART. 2

Training objective and employment opportunities

The programme aims to build the foundations of a specific and expert competence relating to the issues surrounding strategic design and to innovation and design of the product-system for companies. The Master aims to produce experts and consultants capable of carrying out a design and management role in the innovation process of the product-system. In particular, the programme proposes training on integration of product, services and communication components and developing specific skills aimed at improving the overall process quality (that is, production methods and contexts) and that of the results (that is, that of the actual and perceived quality) that set the cultural identity characteristics, sensoriality a sustainability of the designed solutions. These solution thereby distinguish themselves for their ability to combine product quality with that of their environment and the social forms that create them. The objective is therefore to instil in participants a design capacity (problem setting and problem solving), an ability to envisage and generate ideas, produce and communicate images, initiative in terms of being able to identify the methods, resources and partners to reach a pre-established objective, an aptitude for managing complexity by integrating resources and actors in an innovative design

process and, in turn, knowing how to integrate with them, vision as an ability to select information, an ability to identify trends, build a personal point of view and produce scenarios, acquire the tools needed to understand and recognise the "range of possibilities" within which to operate and the related innovative factors; acquire the skills needed to design and manage innovation of the various product-system components; acquire multimedia tools to present personal ideas and designs with the help of various communication support; develop and improve the skills to take on and innovate the intrinsic and extrinsic characteristics of the cultural identity of product systems. The placement identifies two main macro-professional profiles: "innovation and design specialists" (marketing directors, R&D managers, industrial designers and product engineers, services and multimedia solutions designers) and "integrators of innovative and design processes" (design managers, design directors, project managers, product managers, retail managers, brand managers, consultants for product- system innovation).

The course will be held in English.

ART. 3 Teaching content and organization

The 1st level Specializing Master will begin in **October 2020** and will end in **January 2022**.

The Specializing Master is structured in theory modules, project and laboratory modules. The path finishes with a curricular internship lasting 475 hours.

SSD	AREA	CFU	NOTE
ICAR 13 SECS P/08	DESIGN	9,5	
M-PSI/01	EMPOWERMENT	3	
ING-IND/35 ICAR 13 SECS P/08	INNOVATION MANAGEMENT	4	
SECS-P/8 ING-IND/35	MANAGEMENT	5,5	
ICAR 13	MINI WS	3,5	
ICAR 13	WS	15,5	
	PARZIALI	41	
ICAR 13	STAGE	19	Choose one of the two
	Progetto Professionalizzante	19	
	TOTAL	60	

ART. 4 Admission requirements

The enrolment at the Specializing Master requires a Bachelor of Science degree, or a Master of Science degree in engineering, architecture, industrial design, economics, social and human sciences, that have gained a certain degree of work experience and who intend on enriching their professional careers by working on the border between the design and management fields.

For those who graduated not in Italy, equivalent study titles will be considered if recognized in the respective course of studies.

The selection will be made by the Commission.

ART. 5 Prerequisites

The **application** may be submitted from the day following the date of this Decree and **within 20/09/2020**.

* **Italian/foreign citizens with Degree obtained in Italy**

- Self-certifications relating to Personal identity (name and surname, date and place of birth, nationality and residence).
- A copy of the student's identity document
- Copy of the Diploma Supplement or copy of the Diploma and Academic qualifications, indicating the marks obtained in each examination, for the students with a University Degree obtained under the old educational system.
- Curriculum Vitae

* **Italian/EU citizens with foreign Degree**

- Self-certification relating to personal identity (name and surname, date and place of birth, nationality and residence)
- Photocopy of the academic certificate plus to certificate detailing the marks obtained for each examination, or the Diploma Supplement (**upon enrolment, the Declaration of Value from the local Italian Diplomatic authorities must be submitted, or an Official document issued by ENIC/NARIC centers**).
- A copy of the student's identity document.
- Curriculum Vitae

The admission application must show the declaration. "I authorize this University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

The documentation must be sent to:

POLI.design

20158 MILANO (MI)

Telefono: 0223995911

Fax: 0223995970

email: formazione@polidesign.net

Under Article 75 of Presidential Decree 445/2000, if the Administration finds, on the basis of appropriate checks, that non-truthful statements have been made by the candidate, the declarant shall forfeit any benefits obtained on the basis of the false declarations made.

* **Non-EU citizens residing abroad**

Non-EU citizens residing abroad must submit to the Managing office of the Specializing Master the following documents:

- a Scan **copy of the original University Degree** achieved and related translation in Italian/English/French or Spanish

- a **scan copy of the official University transcripts** and related translation in Italian/English/French or Spanish or the **Diploma Supplement**
- **Copy of the passport**, demonstrating citizenship
- Curriculum Vitae

At least 30 days before the application deadline, as mentioned in the present article.

The Institution sends all the documents listed above for the evaluation of the qualifications, for the purposes of participation in the Specializing Master, to Politecnico di Milano, **Corporate and Continuing Education Master and Specializing Programmes, within the deadline of this call**, according to the provisions of the MIUR/MAE note "Procedures for access, stay and registration of visa applicant students for higher education programmes in Italy for the academic year 2018/19"

The Corporate and Continuing Education communicates the acceptance of the student and the outcome of the access tests, where required, to the competent Representations, for completion of the documentation related to the qualification, required for the issue of the Entry Visa.

After confirmation of acceptance by the University, the candidates submit their qualification to the Diplomatic Representation, for the required consular acts.

ENROLMENT:

Students admitted to the Master must submit to the Institution that provide the course the application for enrollment on the specific dedicated form, with stamp duty, it can be downloaded from the University website at the page <https://www.polimi.it/corsi/documentazione/> with copy of an identity document (passport in case of non-EU citizens). The achievement of the academic qualification in Italy can be self-certified by filling out dedicated box on the enrollment application, while the qualification obtained abroad must be documented by presenting an **on-site value declaration** issued by the Italian Representation abroad competent for the territory (Italian Embassy or Italian Consulate) on letterhead with its original stamp; **or certification issued by the Enic/Naric Centres.**

Non-EU citizens, in addition to documents mentioned above **must submit a copy of the residence permit.**

ART. 6 Certifications and awards

CERTIFICATION ISSUED

After completing the course and on passing the final exam, the 1st level Specializing Master "STRATEGIC DESIGN. BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN" certification will be issued in English.

To obtain the admission to the final exam of the Master, students must submit to Politecnico di Milano - within 30 days before the exam date - a specific request on legal paper. The request form can be downloaded from the University website, on the page <https://www.polimi.it/corsi/documentazione/>

STUDENT OBLIGATIONS

Attendance is compulsory for at least 75% of the course activities.

Withdrawal from the course must be submitted in writing. The training period cannot be suspended for any reason. It is not possible to simultaneously enroll for another Master or study course offered by an Italian university.

ASSESSMENT PROCEDURE

The assessment procedure involves course tests and a final exam. The final exam will consist in submitting and defending a report prepared during the Master course.

ART. 7
Tuition fees and contributions

The total cost of the course is equal to € **14.500,00**.

The cost is split into:

- Contribution for enrolment in the Politecnico di Milano - € 500,00 per student
- Master tuition fees - € 14.000,00 per student

For graduate students at the Politecnico di Milano, the enrolment fee is 13.000,00 € divided into: Entrance fee to the Politecnico di Milano 500,00 € for pupil and participation fee to the Master, equal to 12.500,00 € for student.

The contribution for enrolment in the Politecnico di Milano will not be returned under any circumstances.

Payments relating to tuition fees and contributions may be made out to current account number:
IT19H0569601620000010075X08 - Polidesign S.C.R.L. - Banca Popolare di Sondrio – Agenzia 21 – Via Bonardi, 4 – 20133 Milano .

Specifying the Specializing **Master in STRATEGIC DESIGN** as the reason for the bank transfer.

ART. 8
Data Treatment

The University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, uses the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

ART. 9
Advertisement

This Decree is published on the Politecnico di Milano website at the page <https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/>

FOR CLARIFICATIONS AND FURTHER INFORMATION, PLEASE CONTACT:

POLI.design S.c.r.l.,

Mrs Elisa Piccini

Via Durando, 38/A - 20158 Milano (MI)

Tel: +39/02.2399.5911

E-mail: formazione@polidesign.net

Milan, 04.03.2020

The Rector
(Prof. Ferruccio Resta)
Signed Ferruccio Resta

Digitally signed, according to the law.