

# A partnership DESIGNED to last

# DESIGNED

In a time in which isolated and vertical competences are not necessary ingredients to handle the task of business innovation, learning paths and education need to be rethought.

Management and design seem to be two practices that are complementary and interwoven. While the former gains *laterality* and *out-of-pattern thinking* to redesign business streams, the latter increases *market orientation* and *business logics*.

Therefore, as of this year, Master in Strategic Design (a Master provided by POLI.design in Milan, Italy) and Master in Innovation and Entrepreneurship (a Master provided by Antwerp Management School in Antwerp, Belgium) join their classes in a **Business Design Workshop (BDW)** experience to enrich the learning path of their students and to augment the innovation capabilities of the partner-companies involved.



# The AIM of the partnership

The Business Design Workshop (BDW) is a design-driven learning path where the two master classes merge for three weeks to develop new business concepts for leading SMEs and global companies.

The Business Design Workshop (BDW) acts as an interactive designing laboratory that works on a specific innovation brief provided by a company-partner oriented to redesign its proper business.

On-field research, learning by design methodologies and interactive distance technologies will be employed to guide the team and the relative innovative process. Teams will be supported by professors of Antwerp and POLI.design to guarantee the balancing and the integration between design and managerial competences along the path.



## VALUE for engaged COMPANIES

**GETTING** NEW VISIONS AND CONCEPTS FOR RADICAL INNOVATIONS

**GETTING** FRESH INSIGHTS BY LATERAL THINKERS

**MINIMIZING** PATH DEPENDANCE AND STRATEGIC INERTIA

**BUILDING** RELATIONS WITH TALENTS

**EMBEDDING** COMPANY IN UNIVERSITY KNOWLEDGE WEB

# VALUE



**1<sup>st</sup> WEEK**

- WARM-UP
- INTENSIVE LEARNING
- GROUPING
- BRIEFING



**2<sup>nd</sup> WEEK**

- CONCEPT ORIENTATION
- BUSINESS SCENARIO BUILDING



**3<sup>rd</sup> WEEK**

- BUSINESS MODELING
- CONCEPT REFINEMENT
- DIFFUSION OF PLAN



**4<sup>th</sup> WEEK**

- PRESENTATION
- RESULT DELIVERY



# The whole STRUCTURE

STRUCTURE

# The **SCHOOLS**

**POLI.design** is the Consortium of Politecnico di Milano specialized in providing learning and educational paths centered on design and Italian design culture. The institute serves students and companies all around the world providing courses, design workshops and design contests with up-dated teaching methodologies rooted in design culture.



**Antwerp Management School** is the autonomous business school of the University of Antwerp, and was founded in 1959 as IPO (Instituut voor Postuniversitair Onderwijs), at that time the most prestigious school for management education. The institute had a major impact on the development of Antwerp, Flanders, Belgium and beyond by delivering top managers in large companies and organizations. Currently, Antwerp Management School is ranked in the Financial Times ranking as best business school of Belgium.



The autonomous management school of the University of Antwerp

