

BUSINESS DESIGN DEPARTMENT

master in **BUSINESS DESIGN**

an original format to explore influences between enterprise and creativity

MBD is a creative format which proposes new
intense relations between the world of Business and
the world of Design.

DURATION

12 months

ACADEMIC YEAR

from November to October



Italstudio

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THE COURSE

The teaching activity of the Master course consists of **lectures** and **workshops**, focusing on themes such as business management, innovation languages, creativity languages and the Made in Italy model. Students will be encouraged to work in teams on briefs committed by partner companies and agreed with the MBD Department. The academic program includes a full-month activity devoted to a 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 Project**, that students must develop individually under the supervision of the MBD staff and a project leader, chosen among the members of the Faculty or the visiting professors of the course.

VALIDATION

THE MASTER COURSE IS VALIDATED AND AWARDED BY THE UNIVERSITY OF WALES



University of Wales
Prifysgol Cymru

INFORMATION

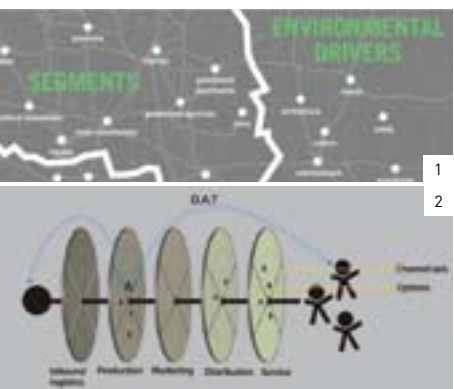
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TUITION FEE

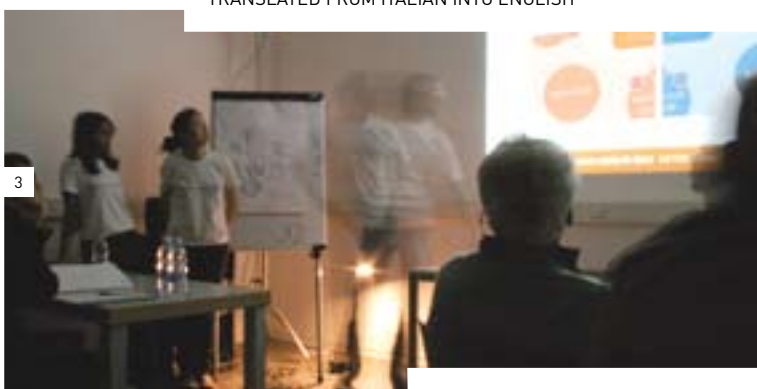
15.000 EURO + 20%VAT FOR EU CITIZENS
17.000 EURO + 20%VAT FOR NON-EU CITIZENS

LANGUAGE

ENGLISH. SOME LECTURES MAY BE SIMULTANEOUSLY TRANSLATED FROM ITALIAN INTO ENGLISH



1
3
2



THE OBJECTIVE

The Master aims at creating a new managerial class for design oriented companies and new businesses, comprising of people able to combine design thinking, managerial skills and entrepreneurial attitude.

THE AUDIENCE

New 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 skills and competences to achieve different high-level managerial positions in sectors like Fashion, Design, Luxury Goods, Food, Leisure, Tourism, Consumer Goods, Media, Consultancy and ICT.

COMPANIES/INSTITUTIONS

MBD's mainstay is the close collaboration with a wide network of companies, actively participating in the students' training with an integrated contribution through lectures and presentations of case histories, as well as planning the themes of the teaching organization and the issues to develop design workshops.

THE MASTER HAS WORKED WITH

- 3M
- Altreforme
- Aquolina
- Autogrill
- BTicino
- DB Apparel
- Deborah Group
- Ebay Italia
- Elica
- Italia Independent
- Moreschi
- Pininfarina Extra
- Piquadro
- Robilant & Associati
- Sunstar
- Unicredit Group
- Unilever
- Veuve Clicquot

IMAGE CREDITS: 1. Andrey Menshikov, *Russia*; 2. Nikhil Paul, *India*; 3. Domus Academy, *Presentation*.

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