



Domus Academy launches

BUSINESS INNOVATION MASTER IN BUSINESS DESIGN 2010

May 15th 2010

DEADLINE

infobusiness@domusacademy.it

INFORMATION

The Master in Business Design is an innovative format of MBA, aiming at creating new and intense relations between the world of business and design.

Born in 2003 at Domus Academy in Milan, Italy, MBD represents a laboratory where designers, managers and entrepreneurs work in synergy on the creation of a new strategic language and operative code for business and market.

Business Design is based on the idea that design is at the core of the business and its main driver. The objective of the Master is to train students on how to bring innovation and creativity, quality and effectiveness in to products, services and social organizations.

In the last two years, the MBD Master program has extended its working activities to Fashion Business (accessories, cosmetics, personal belongings) and to Social Business (environment, energy, concern design).

BUSINESS INNOVATION /MBD

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Candidates must select a company they consider innovative in their home country, define the context of innovation among the ones listed here below and explain the criteria that motivated the choice. The project consists on an analysis of the innovative content of a company, a product or a reference brand.

GUIDELINES

In order to properly position a product and a brand by ensuring an effective sales activity, companies must guarantee a control over retail channels, together with a massive coverage on the main communication media. The aim is to become part of the public imagery, embodying some of those permanent values that are the foundations of consumers every day life. Companies must conceive and develop an effective business strategy tailored on their target needs and expectations, if they want to find a proper and successful positioning within a multitude of products and vendors. The correct understanding and application of marketing principles and IT systems together with those of design become the key factor for a successful goal achievement.

Visit www.domusacademy.it/businessinnovation.html for a list of business innovation example.

AUDIENCE

The competition addresses to young professionals working in the design and fashion sector and to graduates in economic disciplines

JURY

Projects will be selected and evaluated by the Faculty of the Master in Business Design, Domus Academy.

MATERIALS REQUIRED

The project must be presented in a Word format document (3 pages maximum) or in a 10-slides Power-Point presentation (including pictures). Any further attached material (competitors and economic analysis) will be considered a plus and will be evaluated by the jury.

PRIZES

- One scholarship for non-EU citizens, covering 50% of the total tuition fee of the Master in Business Design at Domus Academy (Euro 17.000 + VAT 20%).
 - One scholarship for EU citizens, covering 50% of the total tuition fee to the Master in Business Design at Domus Academy (Euro 15.000 + VAT 20%).
- These conditions are intended only for the Academic Year 2010-2011 (November 2010 - October 2011).

COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other or previous occasions.

DEADLINE

The works must be mailed to Domus Academy by and not later than May 15th 2010. Candidates will be informed about the results of the competition via e-mail on May 30th, 2010.

DELIVERY

Projects in digital format must be sent to the following e-mail address:

infobusiness@domusacademy.it

Paper works must be sent to:

Domus Academy "Business Innovation Competition",
Via Watt 27 - 20143 Milan - Italy
to the attention of the Business Design Department

INFORMATIONS

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