

## MDS – Master in Strategic Design, Design of the Value Offering

Master of Politecnico di Milano, POLI.design and MIP

11<sup>th</sup> edition - 2009-2010

The Master in Strategic Design, “Design of the Value Offering” is a 1<sup>st</sup> Level University Specializing Master at the Politecnico di Milano, managed by POLI.design, Consorzio del Politecnico di Milano, in collaboration with MIP, School of Management at the Politecnico di Milano  
Certified uni en iso 9001:2000 by Italcert.

### Employment Prospects

Graduates from previous editions of the Master in Strategic Design have found employment in two main areas: as **Specialists in Design and Innovation** (marketing directors, R&D managers, industrial designers, product/service and brand developers) and in **Innovation Management** (as design managers, design directors, project managers, product managers, retail managers, brand managers and product-system innovation consultants).

### Target participants

The Master in Strategic Design is aimed at young graduates who wish to start or re-direct their professional careers at the **frontier between design and management**.

It is particularly intended for young designers who wish to work on problems and issues relating to innovation management and business administration, and young professionals and managers who are interested in understanding the culture and work practices of design and in enhancing its potential role in determining business strategies.

Prospective candidates must have achieved a Bachelor Degree in Industrial Design, Applied Arts & Science and Engineering, or Arts & Science, and must be motivated to pursue a career at the frontier between design and management.

Maximum number of participants: 35

The Master Degree in Strategic Design offers 60 ECTS (University credits).

### CONTENTS

The innovative didactic mix of theory, design and practice enables students to look at the current business landscape from a systemic, 360° viewpoint, a necessary prerequisite for the development of radical innovations in product, service and communication strategies.

The program is structured on a tried, tested and well-established methodology articulated in:

#### 1. Didactic modules:

##### Ex-cathedra lectures

Fundamentals and advanced theory lectures on design and management

Seminars, testimonies and company visits: meetings that allow students to experience the current state of design and management issues.

##### Exercises

Focusing on learning and applying design tools.

#### 2. Design activities

##### Workshops

Formal and distinctive design activities oriented towards the development of innovative product-system concepts based on design briefs.

Between November and May, 4 main workshops will be held in collaboration with 4 different companies or actors. As a general rule, there is also at least one additional short workshop focusing on specific topics.

##### Product-system development laboratory (LSP)

The design activity that takes the workshop concept one step further. It focuses on applying feasibility evaluation tools (by using QFD) and management principles for the economical evaluation (by developing a business plan) that support the product-system concepts developed during the concept development phase of the LSP.

### **MDS Project work / MDS RoadShow**

This is a 475-hour-project during which the managing board of the Master will orient each student, , towards the development of a strategic design project within a company. The project can also be developed at POLI.design as part of an MDS Road Show that focuses on presenting and selling the projects to a panel of companies and/or social actors.

### **Timing**

The MDS is a 15-month program starting at the end of October 2009 and finishing in January 2011. Students' attendance is mandatory for 3 full days per week.

### **Language**

The Master is entirely taught in English.

### **Place**

The MDS program will take place in POLI.design Consorzio del Politecnico di Milano, via Durando 38/A Milano, Campus Bovisa.

### **APPLICATION**

Required documents:

- application form duly filled out in all its parts;
- updated CV (if possible with a photo);
- covering letter;
- two letters of reference (the letters must refer to recent work or education experience and they must clearly state the name, phone number and e-mail address of the person who is issuing them. The MDS board reserves the right to contact the references in particular cases).
- a portfolio is not mandatory for selection, but is useful for the MDS Board when evaluating candidates' capabilities and it is strongly recommended that one be sent together with the other application documents.

The selection process includes a long-distance entry test: candidates are not required to take the exam in Milan.

In some cases an interview may be required to complete the evaluation process. It can take place either in person or by telephone.

Candidates who wish to apply for the Master in Strategic Design, Design of the Value Offering should send all the documents by e-mail to the e-mail address [mds@polidesign.net](mailto:mds@polidesign.net).

All applications must be submitted by **September 29<sup>th</sup>, 2009**

### **Further Information:**

Elisa Piccini  
Coordinamento Formazione  
Consorzio POLI.design  
38/A Via Durando  
20158 Milano

Ph. +39.02.2399.5911  
Fax +39.02.2399.7217  
[mds@polidesign.net](mailto:mds@polidesign.net)

[www.polidesign.net/mds](http://www.polidesign.net/mds)