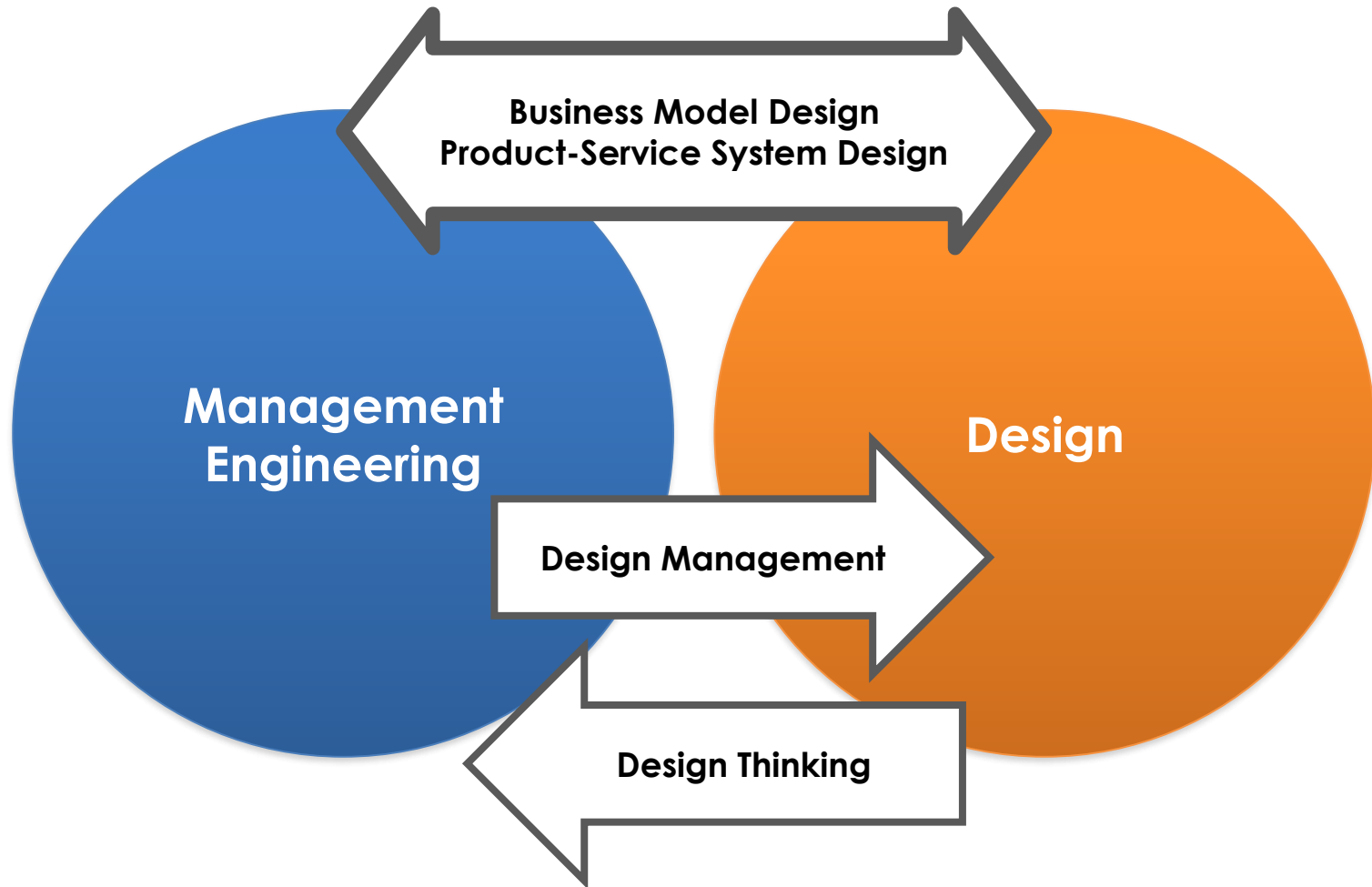




Double Degree in Management & Design

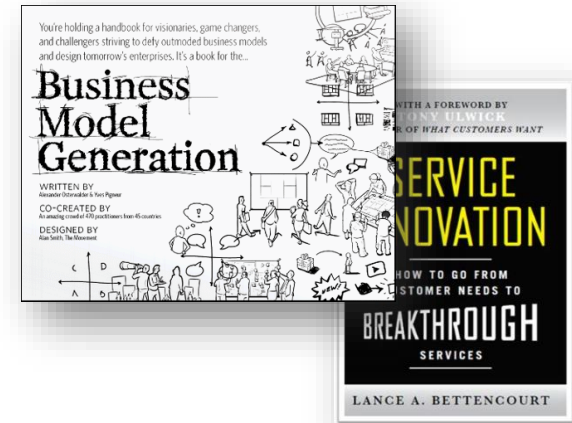
Management Engineering
&
Product-Service System Design

The scenario

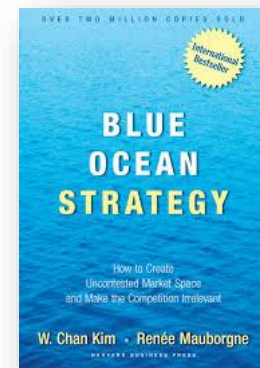


Why

Increased relevance of **services and innovative business models** → additional capabilities to designers



Competition based on innovation rather than position (from a structural approach to competition (Porter 1980) to a reconstructionist (Kim and Mauborgne, 2004, 2005) or social-constructionist (Prahalad and Ramaswamy, 2000) approach) → additional capabilities to managers



Profile

- The area of action: the **design** and **management** of **innovative business models** and organizations for **product-service systems**.

That means:

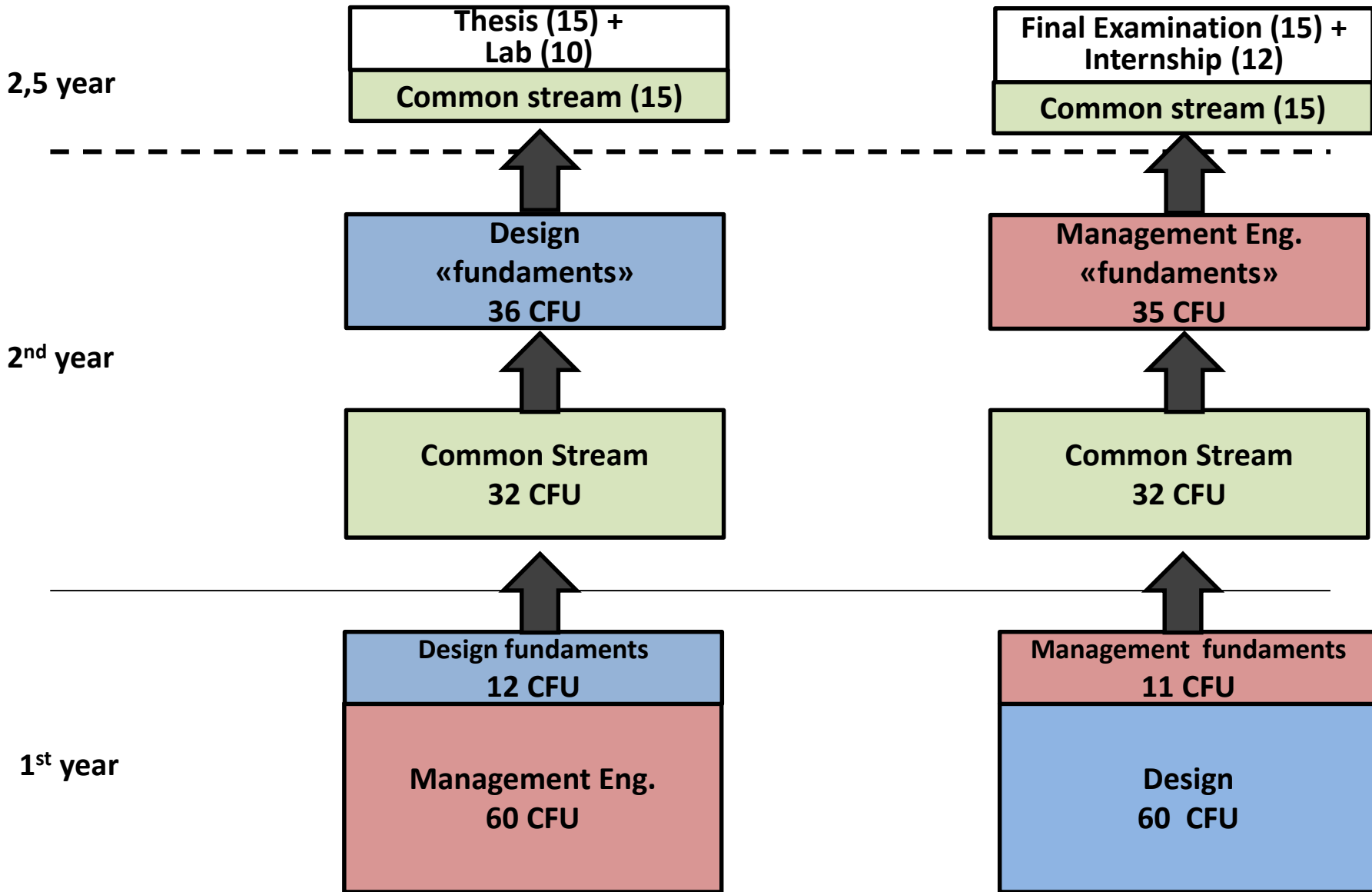
- Product-service system: the profile goes beyond products to embrace the entire **system of product-service-communication**, with a special focus on services
- **Business models**: the focus is on complex systems of values for people and for businesses, network constellations that create values (collaborative organizations, including different forms of institutions and profit/not-for-profit), value capturing strategies
- Design = capability to **conceive** and **visualize** business models that create value for **people**
- Management Engineering = capability to create value for **businesses** and to lead the **innovation process**
- For **existing organizations** and for **start-ups**

Characteristics

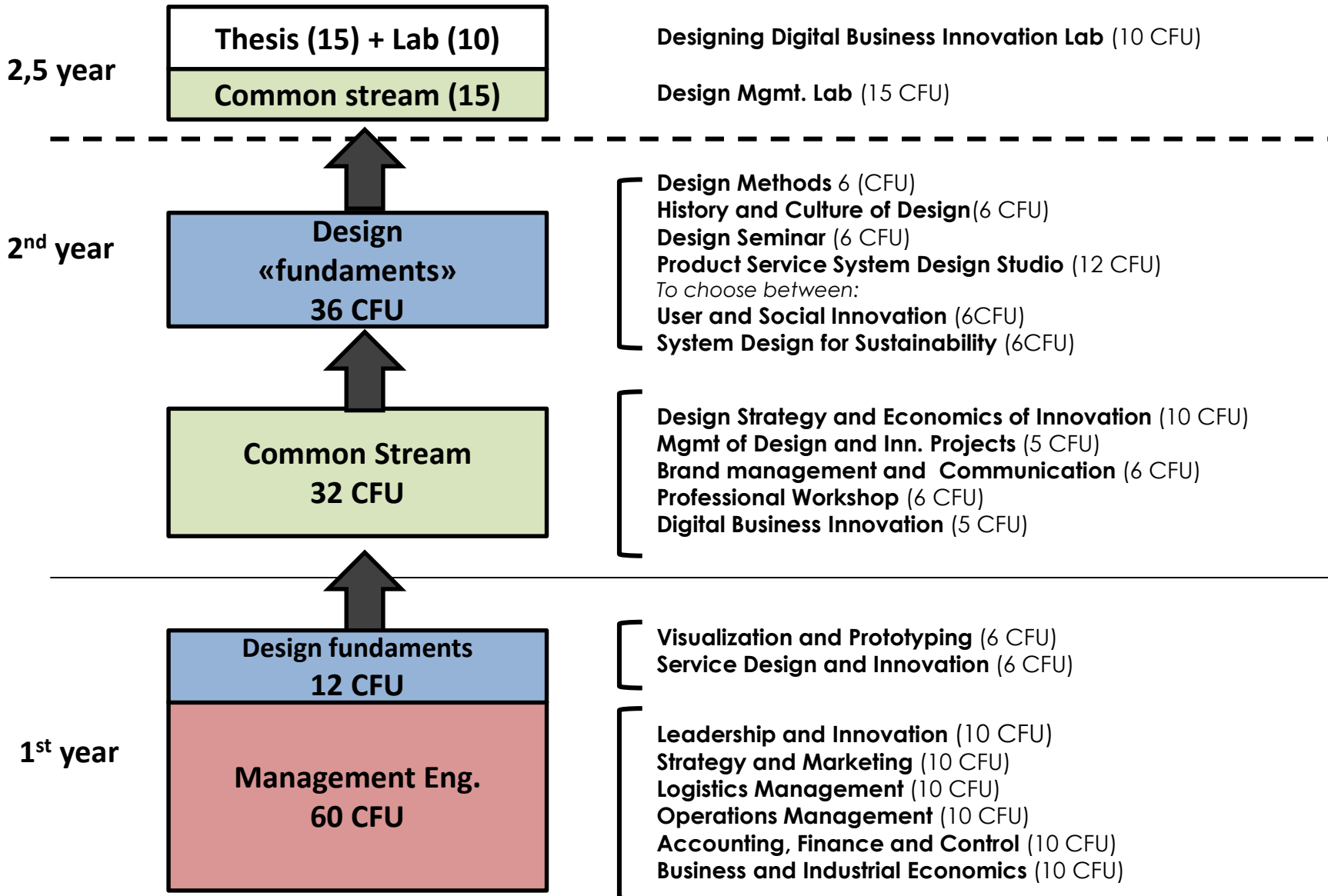
- A **double** degree: both capabilities. Especially, both “sensitivities” and perspectives.
- With two intakes: two possible **inclinations**
- Not 1 (now) + 1 (later), but **simultaneous!** An **integrated** offering (class, reflection)
- **Unique positioning** compared to other programs
 - **Subject:** Product-Service System
 - **Approach.** Not a design course with a flavor of management engineering or a management engineering course with a flavor of design, but really absorbing the two ways of thinking by being immersed in two different schools with other “neat pedigree” students.
- Targeted to **international prospects**

Intake Management Engineering: 180

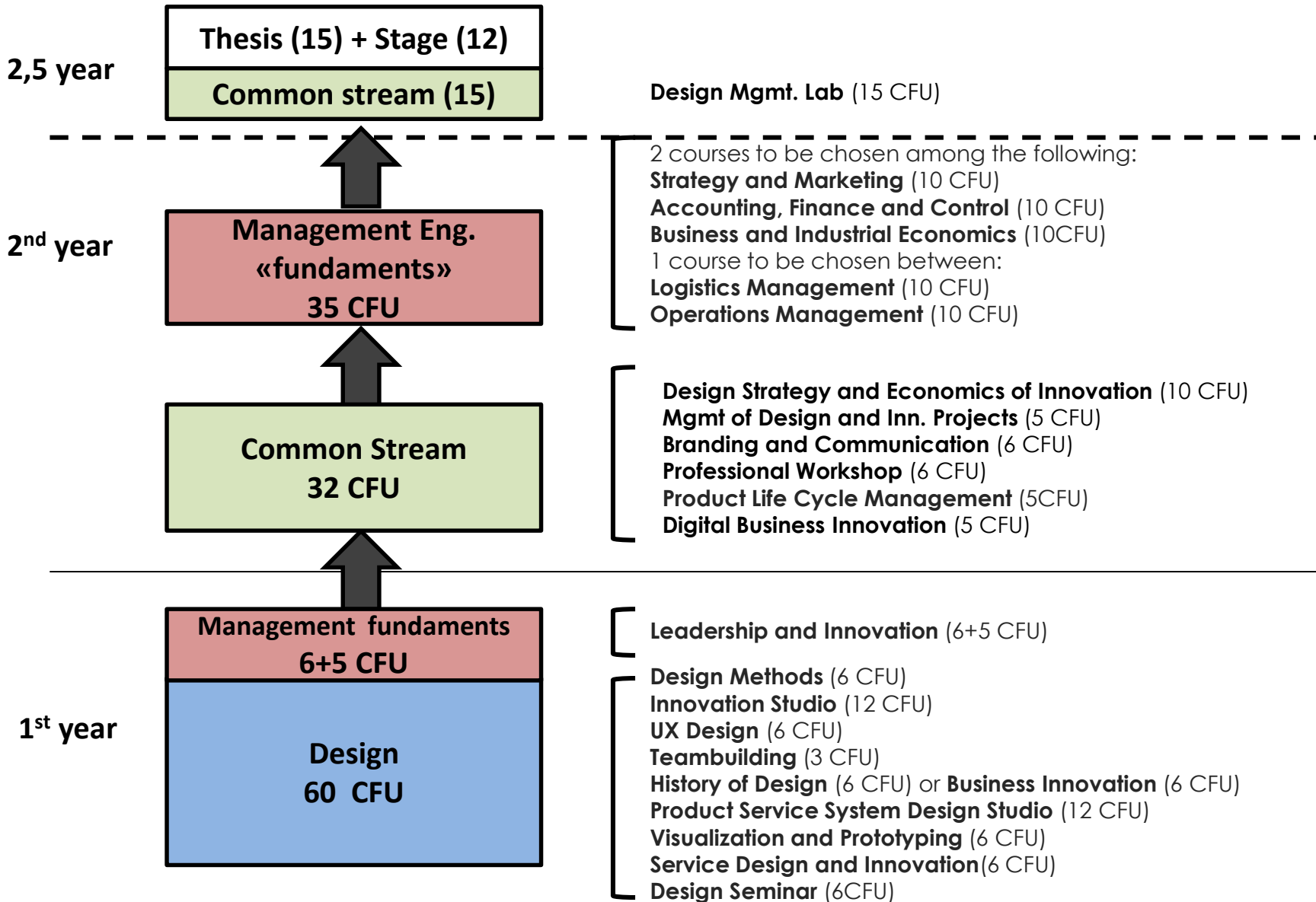
Intake Design: 180



Intake: Management Engineering



Intake: Design



First year course: intake design

Course Title	Sem	CFU
Leadership and Innovation	2	11
Business innovation	1	6
Teambuilding	1	3
Innovation studio	1	12
Design seminar	2	6
Service Design and Innovation	2	6
Visualization and prototyping	2	6
Product service system Studio	2	12
Design methods	1	6

Second year course: intake design

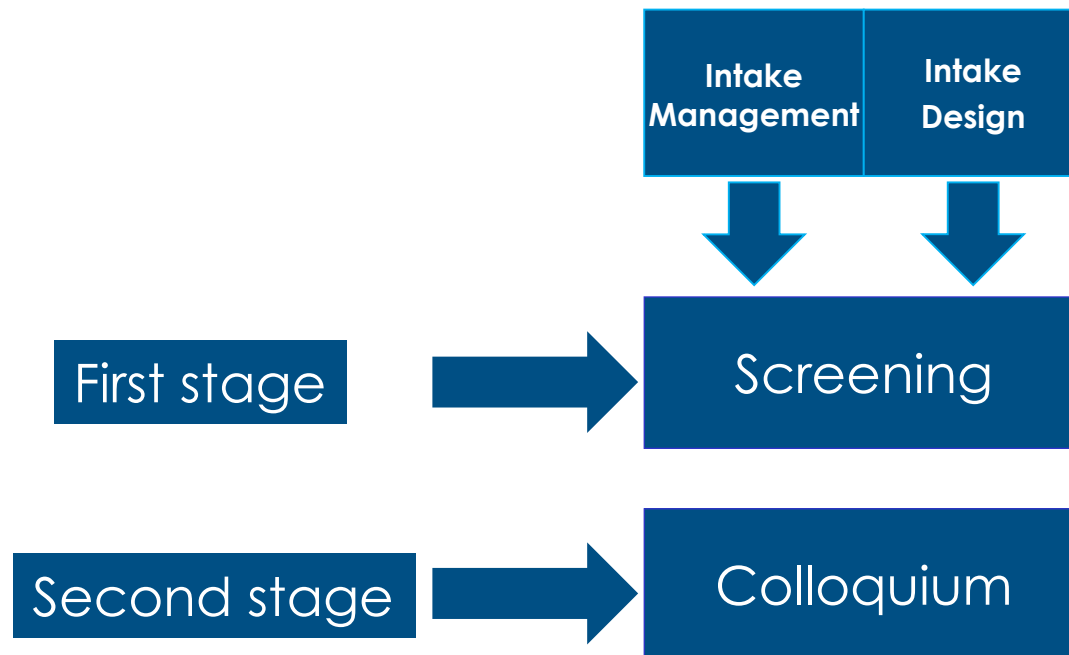
Course Title	Sem	CFU
Design strategy and economics of innovation	1	10
Branding and communication	2	6
Logistic Mngt Or Operation Mngt	1-2	10
Management of design and innovation projects	1-2	5
Business and Industrial economics Or Two of ... Strategy and marketing Or Accounting, finance and control	2 1 1	20
Product life cycle management	2	5
Digital Business Innovation	2	5
Professional workshop	2	6

Third (half) year course: intake design

Course Title	Sem	CFU
Design Management Lab	1	15
Internship	1	12
Final Examination	1	15

Internal double degree: selection

- Evaluation based on a **two-stage process**: screening and colloquium
- Only students that pass the screening stage will access to the **colloquium**



Documents required

MOTIVATION LETTER

Why you're applying to the double degree program and your contribution to the program

ACADEMIC CV

Bachelor Degree and self-declaration of transcripts with marks and the final degree grade

PERSONAL CV

Outlining skills and extra curricular experiences

PORTFOLIO OF PROJECTS

Considering the Final Thesis and additional projects (Maximum 10MB)

Selections

Every student will have a first selection and will receive a score up to **70 points**

20 POINTS

Motivation Letter

20 POINTS

Academic CV

15 POINTS

Personal CV

15 POINTS

Portfolio of Projects

Candidates with at least **60 points** will pass the second selection with the interview

The Interview will assign up to **30 points**

The interview is considered as passed with at least **20 points**

Timing: Application and Selection

Submissions of the applications	10th December 2017 (12.00 noon)
Results of the screening stage	21 st December 2017
Interviews with the candidates	18 th January 2018 at 16:00
Publication of the final results	24 th January 2018
Acceptance by candidates	From 24 th until 30 th January 2018

Applications must be submitted to this email:
doppielaureeinterne-scdes@polimi.it (for design students)

Use your own institutional e-mail: @polimi.it

Internal double degree: second step

Joint Colloquium, aimed to evaluate:

- The **coherence of the expectations** and the **motivations** of the candidate with the **objective** of the double degree program
- The **coherence of the specific competencies** acquired by the candidate in the bachelor level and through extra-curricular experiences with the objective of the double degree program
- The candidate's **attitude towards the disciplines** of the double degree program (which could be assessed through interview questions or a case study)

Further information

For further information please visit our website:

<http://www.design.polimi.it/regolamenti-didattici/>

<http://www.ddpssdme.polimi.it/>

Or send an email to:

doppielaureeinterne-scdes@polimi.it