

Academic Master's Programme  
and Dual Award Master's Programme in

# BUSINESS DESIGN

September 1th 2025      November 6th 2025      February 1th 2026

*The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.*  
*The DUAL AWARD Master's Programme path includes additional dedicated modules, as the 4th module related to the Final Major Project.*

**THEORETICAL  
COURSES**

Entrepreneurship: Business  
Design Tools  
Advanced Business  
for Design  
Strategic Branding  
Professional Accelerator  
Activities

**CORE  
WORKSHOPS**

Entrepreneurship through  
Design  
New Product Strategies

**ELECTIVE  
WORKSHOP**

*One to be chosen among:*  
Digital Communication  
Strategic Brand Management  
Experience Design  
Fashion Merchandising &  
Buying

**Change is the only constant. Established business and managerial standards are being disrupted, current business strategies are being reframed. The secret of today's success on the market is not to merely create new customers, but to cater their needs in new ways so that new lines of products can emerge.**

**To make that possible, the business design methodology relies on the creativity and reliability of the design process to think outside the box and view things from different perspectives and think business differently.**

The Master in Business Design creates new connections between the worlds of business and design. Students will work on projects related to the business of design and the design of business. Enlightening and interdisciplinary, the programme focuses on how to apply design culture, methodology and sensitivity to a wide range of businesses, including established enterprises, large, medium and small-sized companies and start-ups. Students will learn about design-driven management strategies as they learn to draft plans for business development, branding, marketing and communication for the whole company as well as for specific product lines and new ventures.

**BUSINESS DESIGN**

SWAY by Lirika Krasniqi  
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in collaboration with  
Kickstarter



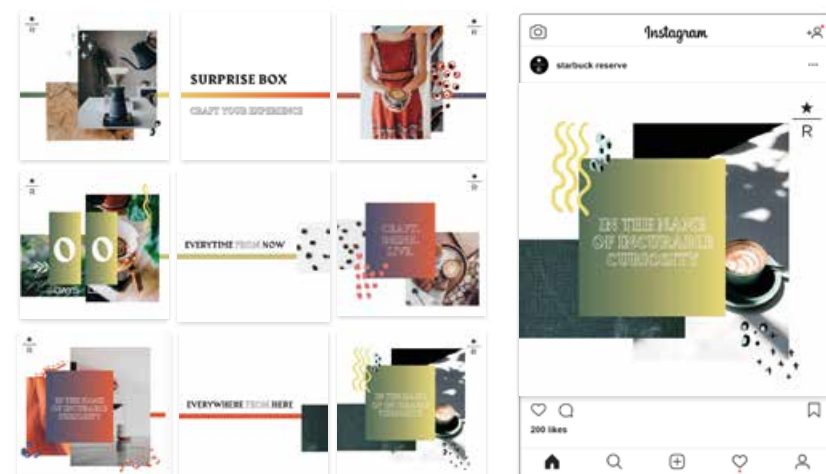
DOMUS ACADEMY MILANO design mundo afora



## Online channel - Instagram Stories



## Online channel - Instagram Post



## Design Packaging



## AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in economics, management, the humanities and design. The programme is also open to candidates with a background in other disciplines. Furthermore, they must be willing to carry out in-depth research into the programme's subject area.

## LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Re-think business models in international business scenarios with a visionary approach, design-thinking and creativity.
- Understand business and competition, learn strategic, organisational, and management skills and master key activities such as providing industry and trend analyses, designing experiments for market validation and prototyping, developing business models, and identifying risks and future strategies.

The programme ensures students will gain the skills and attributes to:

- Help organisations create new ways of being competitive, turn their ideas into ventures and design long-term viability and performance.
- Engage in inter-disciplinary development to drive innovation and digitalisation in businesses, products and strategies.
- Identify market opportunities and develop a design-thinking methodology combining business theories and frameworks with a human-centered approach.

## CAREER OPPORTUNITIES

This programme will equip students with the skills to secure roles in consultancy firms, research and development firms and start-ups, as well as to embark on a career as self-employed consultants or entrepreneurs. Students may also consider related roles including:

- STRATEGIST
- DESIGN AND INNOVATION MANAGER
- BUSINESS DEVELOPER
- RESEARCHER IN RESEARCH AND INNOVATION UNITS
- BRANDING EXPERTS IN COMMUNICATION AGENCIES
- CONSULTANT IN SERVICE COMPANIES

## COMPANIES

The Master in Business Design has worked with: 3M, Altreforme, Autogrill, Barilla, BTicino, Co.Import, Comieco, DB Apparel, Ebay Italia, Elica, Fondation Interieur, Italia Independent, MDF Italia, Moreschi, Pininfarina, Piquadro, Procter & Gamble, Rilastil, Royal Rose, Sevensgrams, Slowear, Sunstar, The Coca-Cola Company, Unieuro, Unilever, Veuve Clicquot, Wega.

THIS IS STARBUCKS  
RESERVE by Serinelli  
Alessandra, Inocencio  
Joana, Leelanuch  
Chancheochingchai  
in collaboration with  
Starbucks Reserve  
Roastery Milano