

2-Year Master of Arts Programme in DESIGN LEADERSHIP & STRATEGY

September 29th 2025

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I

Course	CFA	Type
DESIGN 1	12	T/P
Designing Product Strategies	6	WS
Business Innovation by Design	6	WS
PROJECT METHODOLOGY	12	T/P
Business & Design Intersections	6	WS
Design Methodologies	6	WS
HISTORY OF DESIGN	6	T
Modernism to Contemporary Design	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER III

Course	CFA	Type
DESIGN 3	12	T/P
Entrepreneurship by Design	6	WS
Design & Ethical Leadership	6	WS
ART DIRECTION	6	T
Personal Branding	6	CS
LIGHT DESIGN	6	T/P
Light Data Visualisation	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
Accelerator	6	BC
Extended Reality	6	BC
Design for Sustainability and Social Impact	6	BC
TOTAL CREDITS SEM. III	30	

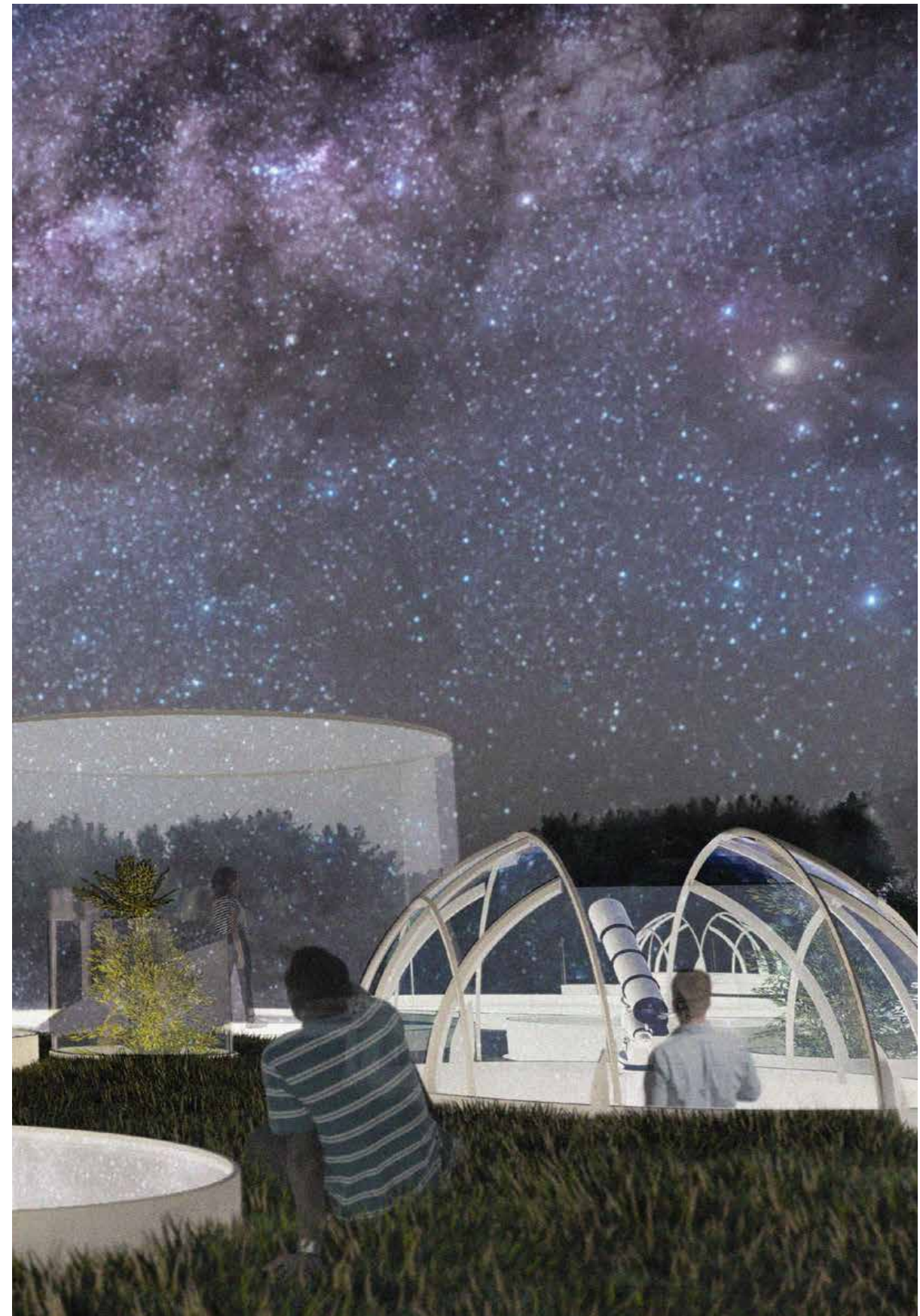
SEMESTER II

Courses	CFA	Type
DESIGN 2	12	T/P
Design for Futures	6	WS
Prototyping Tomorrow's Organisations	6	WS
BRAND DESIGN	12	T/P
Communication Design	6	WS
Brand Identity	6	WS
HISTORY OF ART	6	T
Digital Media Art	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER IV

Course	CFA	Type
DESIGN 4	12	T/P
Systemic Design	6	WS
Regenerative Business	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
DESIGN MANAGEMENT	6	T
Design Direction	6	CS
Additional training activities:		
Internship/Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

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Design Leadership is shaping a project and knowing how to carry it forward. It is vision, competence, and direction.

The new Master of Arts in Design Leadership & Strategy offers an interdisciplinary educational experience to guide students through the dynamic intersection of design, strategic leadership, and entrepreneurship. Students will become agents of change, launching businesses and leading companies and organisations, mixing methodologies and tools from various disciplines.

They will develop a design-driven and ethically conscious mindset applying creative and strategic skills to create impactful businesses and solutions. The programme focuses on cultivating a design-driven approach to address and frame strategic issues, envision innovative solutions, and facilitate communication among diverse disciplines by merging business and design perspectives. The Master of Arts in Design Leadership & Strategy equips participants to act as change-makers, ethical leaders, and future entrepreneurs, shaping unconventional visions and transforming existing realities.

During the Domus Academy 2-Year Master of Arts students will deepen their mastery of multidisciplinary design approaches over a longer curriculum. The Design Leadership & Strategy MA Programme focuses on: Business Innovation by Design, Design Leadership, Entrepreneurial Culture, Designing socially and environmentally impactful businesses and solutions, Applying interdisciplinary knowledge to societal and complex challenges. They will learn to interact across a variety of audiences developing horizontal skillsets and lateral thinking abilities as requested by the latest market trends.



AUDIENCE

Designers/Managers/Professionals aiming at:

- Leading design-driven processes, blending creativity and strategy within corporations and organisations
- Launching business ideas with an ethically conscious strategic mindset
- Exploring critical thinking and research methodologies from both academic and professional perspectives
- Mastering design in specific fields
- Creating and developing an academic and professional network
- Gaining access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Bootcamps
- Final Thesis (Research + Project)
- Internship/Project Learning Experience
- 12 months placement support

LEARNING OUTCOMES

The Programme aims to:

- Encourage design exploration by applying creative design processes and methods to investigate innovative business contexts and models to develop new propositions
- Design new strategies for business organisations to enhance decision-making and future-readiness
- Develop innovative brand and product strategies for customer engagement and market impact
- Foster socially and environmentally impactful business solutions at various scales of complexity, employing cross-disciplinary approaches
- Promote an entrepreneurial culture by effectively managing all phases of the design process, from problem-setting to solution implementation
- Cultivate leadership skills and engage in

interdisciplinary collaborations, preparing participants to lead companies and organisations by integrating approaches from diverse disciplines, while emphasising an ethically conscious strategic mindset

CAREER OPPORTUNITIES

This programme prepares students to a career in the following roles:

- Design leader
- Brand manager
- Design entrepreneur
- Design strategist
- Creative director
- Design manager
- Social responsibility expert
- Regenerative business leader

It will also prepare students to begin a PhD programme in the leadership and business design areas.