

# BUSINESS DESIGN

DOMUS ACADEMY MILANO

design  
mundo  
afora

Semester Courses



## BUSINESS DESIGN

### First Semester (September 9th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Strategic Branding	Product Strategy
<b>MODULE 2</b>	Entrepreneurship: Business Modelling	Entrepreneurship through Design

### Second Semester (November 6th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Entrepreneurship: Business Modelling	Entrepreneurship through Design
<b>MODULE 2</b>	Strategic Branding	Product Strategy

### Third Semester (February 9th 2026)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Strategic Branding	Product Strategy
<b>MODULE 2</b>	Entrepreneurship: Business Modelling	Entrepreneurship through Design

*The sequence of the teaching activity might vary according to the validated yearly study plan*

# FIRST SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **ENTREPRENEURSHIP: BUSINESS MODELING**

The course focuses on the entrepreneurial process of opportunity identification and exploitation: the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. Students will explore the definition of what entrepreneurship is to its specificities and challenges.

*Workshop*

### **ENTREPRENEURSHIP THROUGH DESIGN**

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an “ideal business”, starting from the assumption that every successful business and company is the realisation of something that originated as a dream.

# SECOND SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **ENTREPRENEURSHIP: BUSINESS MODELING**

The course focuses on the entrepreneurial process of opportunity identification and exploitation: the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. Students will explore the definition of what entrepreneurship is to its specificities and challenges.

*Workshop*

### **ENTREPRENEURSHIP THROUGH DESIGN**

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an “ideal business”, starting from the assumption that every successful business and company is the realisation of something that originated as a dream.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

# THIRD SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **ENTREPRENEURSHIP: BUSINESS MODELING**

The course focuses on the entrepreneurial process of opportunity identification and exploitation: the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. Students will explore the definition of what entrepreneurship is to its specificities and challenges.

*Workshop*

### **ENTREPRENEURSHIP THROUGH DESIGN**

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an “ideal business”, starting from the assumption that every successful business and company is the realisation of something that originated as a dream.