



DOMUS ACADEMY MILANO
Think further, Design beyond



AY 2026-27

2-Year Master of Arts in

DESIGN LEADERSHIP & STRATEGY

About Domus Academy



“Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)”.

Juan Carlos Viso, Venezuela

“Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life”.

Giulio Ceppi, Italy

“Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level. “

Sander Brouwer, The Netherlands

“Domus Academy was founded to create differences, heterogeneity, discontinuities, turbulence and leaps.”

Isao Hosoe, Japan

Awards and recognitions

SCHOOL AWARDS

- Recognised as one of the world's top 30 schools by **CEOWorld Magazine**
- Included in the **QS World University Rankings by Subject**
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure Magazine** as **Top 8 Interior Design and Interaction Design Schools**
- Listed by **Domus Magazine** as one of **Europe's Top 100 Schools of Architecture and Design**
- Listed as one of the **Best Design Schools in the World** by **BusinessWeek**
- **Compasso d'Oro Award** by the **ADI**, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS

- **Rüya Akyol** (*Master in Product Design*):
winner Young Designer of the Year by the Elle Decoration International Design Awards (EDIDA) Türkiye, 2025
- **Catherine Cable, Sarah Abdel Jalil, Tina Jain, Seval Ozdogan, Sanjoli Gupta** (*Master in Visual Brand Design, Master in Business Design and Master in Product Design*):
selected to take part into 2025 Gwangju Biennale, Korea
- **Özge Üçoluk** (*Master in Visual Brand Design*):
winner Graphic Designers Professional Association (GMK) Award, 2024
- **Elena Candelieri, Nicholas Aron and Wiphawee Maneengarm** (*Master in Interaction Design, Master in Product Design, Master in Service Design*):
Winners Compasso d'Oro Targa Giovani certification 2024
- **Christophe Pillet** (*Master in Product Design*):
Winner Wallpaper* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- **Niko Koronis** (*Master in Design*):
Winner Wallpaper* Magazine Design Awards 2023 (Best Construction category)
- **Maddalena Casadei** (*Master in Product Design*):
Included in AD100/2022
- **Irem Başer Oğan** (*Master in Product Design*):
Winner IF Design Award 2021
- **Morgan Ræ** (*Master in Interior & Living Design*):
Winner Radical Innovation Award 2021
- **Namit Khanna** (*Master in Product Design*):
Winner EDIDA India Young Talent 2021
- **Daniele Ficarra** (*Master in Product Design*):
Winner Swarovski Foundation Institute contest 2021
- **Defne Koz, Marco Susani** (*Master in Product Design*):
Winners Compasso D'Oro 2020



Why Domus Academy

A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

ICONIC DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture.

Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems. Milan is a creative environment like no other.

Course Leader

Elisa Chiodo, Ph.D.

Course Leader 2-Year Master of Arts in
DESIGN LEADERSHIP & STRATEGY

“Design leadership is the ability to envision new future scenarios and launch pioneering business ideas and solutions.”

Designer and strategist with a diverse background spanning teaching, academic research, and agency projects. Passionate about the design process, she excels in problem-solving, problem-setting, and creating compelling visuals. As a transdisciplinary designer, she leverages tools from communication, service to business design. She enjoys building bridges between disciplines and interpreting various design languages.

In 2013, she received a PhD cum Laude from the School of Design at Politecnico di Milano. During her PhD, she worked at the MobileLife Research Centre (Stockholm University) on service and interaction design devices, and at the metaLAB at Harvard University in the field of digital humanities.

For over eight years, she collaborated with the master's degree course in Communication Design at Politecnico di Milano, specialising in designing transmedia systems and experiences to engage users and enhance cultural heritage. She works at Domus Academy as Course Leader since 2016 in the branding and business areas. She also curates and organises talks and studio events with designers and artists.

Design Leadership & Strategy

Design Leadership is shaping a project and knowing how to carry it forward.

It is vision, competence, and direction.

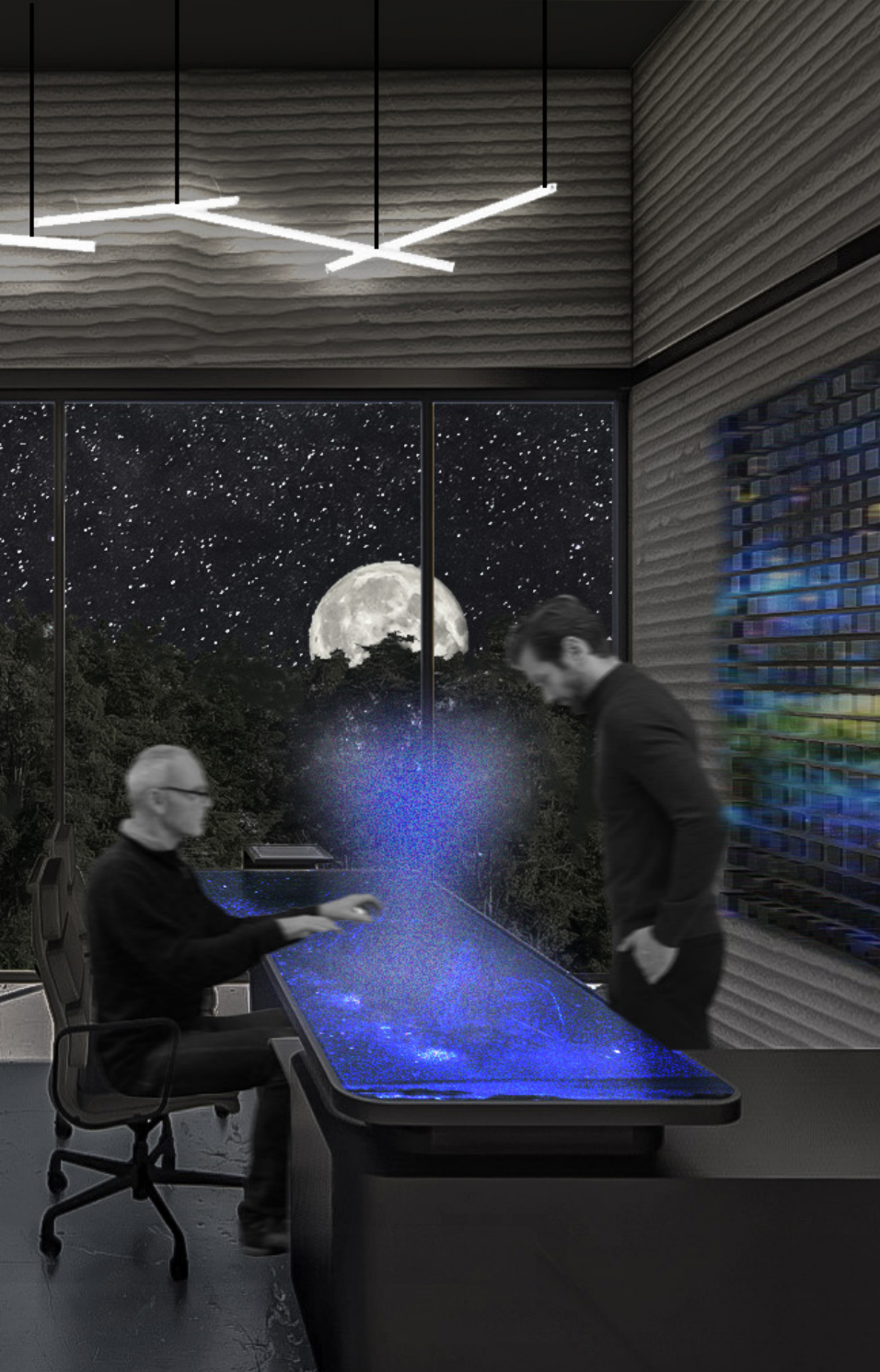
The new Master of Arts in Design Leadership & Strategy offers an interdisciplinary educational experience to guide students through the dynamic intersection of design, strategic leadership, and entrepreneurship. The students will become agents of change, launching businesses and leading companies and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

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.



DURATION: 24 months

ACCREDITATION: Italian Ministry for University and Research (MUR)

CREDITS: 120 ECTS

LANGUAGE: English

INTAKE: October 2025

ENTRY REQUIREMENTS: Bachelor and IELTS 5.0 (4.5 + remedial)

AUDIENCE: Students and young professionals from the business and design area 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
- Having a wider access to PhD programmes

LEARNING EXPERIENCE:

- Lessons, Workshops, Boot camps
- Final Thesis (Research + Project)
- Internship / Project Learning Experience

First Year Study Plan

SEMESTER I

Course	CFA	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	6		WS
Design Methodologies	6		WS
HISTORY OF DESIGN		6	T
Modernism to Contemporary Design	6		CS
TOTAL CREDITS SEMESTER I		30	

SEMESTER II

Courses	CFA	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
TOT. CREDITS SEMESTER II		30	

T = Theoretical
T/P = Theoretical/Practical
WS = Workshop
CS = Course
BC = Boot camp

1st Semester

DESIGN 1

DESIGNING PRODUCT STRATEGIES

Shaping strategic visions for market impact

The workshop aims to create strategic plans for companies that integrate different approaches in creative and unexpected ways. Participants will identify new opportunities and scenarios, introducing ideas that align with the company's vision and business model.

During the workshop, students will provide a strategic vision on how companies should evolve their offerings of new products and services to stay competitive. This could include designing projects for repositioning strategies, co-branding, and/or brand extension. The proposals must ensure an ethical and feasible vision.

Students will also manage the design aspects necessary to showcase their proposed strategies and recommended services/products.

BUSINESS INNOVATION BY DESIGN

Developing innovative business models by a design driven approach

The workshop provides students with a framework to understand the transformation of business models, creative enterprises, and the design industry. It offers innovative best practices from various sectors and multidisciplinary design tools that help students analyse existing models and generate new proposals.

The workshop aims to equip students with the necessary skills to navigate and influence the evolving landscape of business and design, ensuring they are well-prepared to develop projects that drive innovation. Through this comprehensive approach, students gain a holistic view of industry changes and the ability to develop impactful, forward-thinking solutions.

1st Semester

PROJECT METHODOLOGY

BUSINESS & DESIGN INTERSECTIONS

Blending business and design into innovative processes

The workshop explores how a strategic vision, innovative processes, and entrepreneurial skills are crucial for leading creative companies, allowing new entrepreneurs to emerge successfully. It will also examine how the relationship between creativity, design, and major companies has increasingly aimed to foster dialogue with the public and engage with the social context.

The worlds of business and design have always been closely intertwined. Currently, the emphasis on the relationship between business and design highlights that design represents not only creativity but also strategic capability, methods, and processes, embodying a design-driven mindset. Students will explore and experiment with these intersections in their first entrepreneurial project.

DESIGN METHODOLOGIES

Decoding and recombining the design process with methods and tools from different disciplines

The workshop serves as an introduction to the design process and methodologies. It showcases the main models used in the design world to guide a process from problem to solution.

The module will also demonstrate the importance of a transdisciplinary approach in research, offering various methods and tools for conducting research and analysing findings to uncover insights capable of generating innovative project solutions.

Students will develop a comprehensive understanding of these methodologies, being prepared to apply this knowledge in real-world challenges.

1st Semester

HISTORY OF DESIGN

MODERNISM TO CONTEMPORARY DESIGN

Delving into Design Culture and creative entrepreneurs

In this course, students will gain an in-depth understanding of the design world over the past century, with a particular focus on key moments that have shaped Italian Design Culture. They will explore case studies that have become iconic for their creativity and functionality, elevating specific brands.

The course will focus on Italian Design, highlighting pivotal moments and ideas, and examining the strong connections between creative districts, territories, tradition and craftsmanship.

It will include stories of creative entrepreneurs who exemplify global quality and excellence. These insights will provide students with a rich perspective on the evolution and mutual influence of design and entrepreneurship over the past century.

2nd Semester

DESIGN 2

DESIGN FOR FUTURES

Exploring futures-oriented approaches to design strategies for a better world

In this workshop, participants delve into speculative futures practices, co-creating future visions and scenarios, and developing future strategies.

By extrapolating emerging trends and crafting thought-provoking scenarios, participants challenge conventional thinking to enhance decision-making within organisations, aiding them in identifying emergent possibilities for innovation and becoming futures-ready and adaptable to change.

This module also emphasises the importance of disseminating alternative visions, enabling scenarios to inspire and drive positive change for businesses.

PROTOTYPING TOMORROW'S ORGANISATIONS

Designing the future of organizations

This module is a cutting-edge workshop designed to equip leaders and innovators with the tools to design and implement future-ready organisational models. In this module, participants will explore trends and technologies shaping the workplace of tomorrow.

Through hands-on activities and real-world case studies, participants will learn how to prototype, test, and iterate on organisational structures that foster innovation, resilience, and employee engagement.

This workshop provides essential insights and actionable strategies to help students navigate and excel in the fast-changing work environment across various industries.

2nd Semester

BRAND DESIGN

COMMUNICATION DESIGN

Mastering new product identity launch and communication

This workshop offers an extensive exploration of the art and science behind successfully designing and communicating product identity. Through a combination of theoretical concepts, practical exercises, and real-world case studies, students explore the multifaceted aspects of visual communication for strategising a new product launch. From conceptualising brand ideas to designing communication assets, participants refine the skills and strategies needed to master the process of visually conveying product and brand identities. This module equips students with the expertise to craft impactful visual narratives and successfully shape compelling stories that resonate with target audiences.

BRAND IDENTITY

Designing and communicating identity

In this workshop, students approach the branding process as a tool to deeply understand and refine the brand descriptors and value system, and elaborate them into a tangible communication model designed to increase the brand visibility, improve the market positioning, and generate market value. A mix of strategic approach and hands-on crafting of visual identities – considering both physical and digital touchpoints – empowers students to become skilled brand storytellers, capable of offering to the users powerful narratives that generate a lasting impact.

2nd Semester

HISTORY OF ART

DIGITAL MEDIA ART

Intertwining technology and creativity to foster new audience dialogues

Students will learn how digital media and digital art can enhance brand awareness, marketing strategies, and customer experiences. The course will present case studies showcasing impactful digital content, such as interactive installations, video art, virtual reality, and mixed reality experiences. These examples will demonstrate how digital media can be utilised to design strong brand equity and foster customer loyalty. This course enables participants to understand how to effectively integrate digital art into their creative strategies, driving growth and differentiation in the market.

Second Year Study Plan

SEMESTER III

Course	CFA	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:		6	
Additional training activities:			
Accelerator	6		BC
or			
Extended Reality	6		BC
or			
Design for Sustainability and Social Impact	6		BC
TOT. CREDITS SEMESTER III		30	

SEMESTER IV

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

T = Theoretical
 T/P = Theoretical/Practical
 WS = Workshop
 CS = Course
 BC = Boot camp

DESIGN 3

ENTREPRENEURSHIP BY DESIGN

Designing your entrepreneurial idea from scratch

This workshop delves into the theories, cultures, and methodologies essential for designing a new business idea. Following a design-led process, students will start with a concept idea and develop it into a viable business plan, taking into account market analysis, customers, competitors, and the socio-cultural and environmental context. The primary objective is to create a business strategy that is both feasible and sustainable, blending imaginative thinking with reliable planning to foster new design-driven ventures. Participants will apply design methodologies, cultural insights, and business acumen to develop their projects. They will receive guidance from experts in venture building and engage with a panel of funders, accelerator programme managers, crowdfunding platform specialists, and business angels. Additionally, students will refine their pitching skills, presenting their ideas compellingly and convincingly. This comprehensive approach aims to equip students with the knowledge and skills necessary to launch successful, innovative businesses.

DESIGN & ETHICAL LEADERSHIP

Cultivating integrity and collaboration to foster sustainable innovation

The workshop is designed to cultivate leaders who prioritise ethical decision-making and integrity while shaping businesses and advancing projects. It explores foundational principles of ethical leadership by design, emphasising value-based management, accountability, and social responsibility. Students will engage with theoretical frameworks and real-world case studies to navigate the dilemmas and complexities of leadership roles and behaviours. Effective leadership requires a clear vision for the future and direction, creating sensemaking among employees, engaging stakeholders, and setting shared objectives. Through interactive discussions, reflective exercises, and practical assignments, participants will develop the skills to lead ethically and skilfully in diverse organisational contexts. By the end of the module, students will be equipped with the knowledge and tools to make ethical decisions and achieve sustainable, impactful results in their business initiatives.

ART DIRECTION

PERSONAL BRANDING

Crafting your professional identity and building a valuable network

The course aims to help students develop and enhance their professional identity. The module focuses on creating and communicating profiles that integrate creativity with strategy and design with business. Key topics include storytelling techniques for expressing personal and professional narratives, and how to develop a compelling portfolio that highlights skills and achievements. Students will learn how to establish and sustain a strong network, ensuring they remain competitive and employable in their industry. The course also covers presentation skills, enabling participants to present themselves confidently and persuasively in various professional settings. Through practical exercises, case studies, and interactive discussions, students will acquire the tools needed to stand out and succeed in their careers.

LIGHT DESIGN

LIGHT DATA VISUALISATION

Transforming data into impactful visual narratives

The workshop focuses on data storytelling and visualisation, aiming to make information accessible in a way that captivates and retains the audience's interest. Students will refine their skills in information design, data analysis, data visualisation through the technical and sensorial qualities of light, to create artefacts, interactive installations, and senseable spaces, thereby crafting engaging narratives and fostering audience engagement. By exploring the typological and technical aspects of light-based communication, participants gain insights on how to convey relevant messages and impact on collective processes and knowledge through lightbased, visually appealing, experiential interactive installations. By integrating theoretical knowledge with practical applications, students will learn to present data in an informative and visually compelling way. The workshop encourages innovative thinking and creativity, pushing students to go beyond traditional methods and explore new ways of storytelling through visual data and interactive installations.

1 activity to be chosen by the student

ACCELERATOR

Igniting your entrepreneurial journey with a hands-on intensive experience

Designed to provide students with an extensive knowledge of startup initiatives and accelerator programmes, this immersive course combines theoretical knowledge with interactive workshops. With the guidance and support of experienced mentors and industry experts, participants develop and refine their venture ideas or create a minimum viable product, while crafting a well-defined development plan.

Through active participation in this engaging experience, students acquire the necessary skills and knowledge to confidently embark on their entrepreneurial journey.

or

EXTENDED REALITY

Harnessing the power of XR and Spatial Computing

This is an engaging design boot camp that embraces the transformative potential of XR and Spatial Computing. Through hands-on experiences and practical exercises, participants explore the fascinating realms of haptics and immersion, unlock the potential of telepresence and delve into the intricacies of tracking and spatial mapping. With a focus on spatial user interfaces and spatial awareness, participants learn how to anchor virtual elements in physical spaces, unleashing the concept of peacefulness. Through an interactive workshop and an engaging project, participants become experts in spatial interaction principles, transforming existing digital realities and redefining what is possible in the world of interactive design.

or

DESIGN FOR SUSTAINABILITY AND SOCIAL IMPACT

Designing for purpose and social responsibility

This boot camp highlights the significant impact of designing for communities and the broader society. Students engage in community-focused projects that promote sustainability and social responsibility, driven by a clear intention to address pressing social and environmental issues. The module covers civic engagement, design activism, research on cultural and economic factors, and advancements in public policy. Emphasis is also placed on design for the circular economy, the use of recycled materials, and repair culture, with a focus on energy efficiency and achieving a zero-carbon footprint. By the end of the course, students will understand how to create environmentally and socially responsible projects at different scales, guided by a commitment to purposeful and impactful design.

4th Semester

DESIGN 4

SYSTEMIC DESIGN

Embracing systems complexity in design practice

This workshop empowers participants to navigate the ever-growing challenges of our interconnected world. Embracing the inherent complexity of design, this workshop invites students to shift their perspective from a product-centric approach to understanding systemic change. By comprehending the interdependencies and dynamics within systems, participants develop a nuanced understanding of how design can drive positive change at various scales. Equipped with the tools and mindset to navigate complexity, identify leverage points, and co-create systemic interventions, students address pressing societal challenges while considering technical feasibility and economic viability. This workshop fosters the development of skills and knowledge necessary to tackle challenging problems, create sustainable solutions, and facilitate transformative change.

REGENERATIVE BUSINESS

Developing regenerative business models for a positive shift

This workshop delves into the emerging field of regenerative business, focusing on the integration of global efficiency with local sensitivity to promote sustainable growth. Students will learn how companies of different sizes are transitioning from traditional operations to a global-to-local approach, addressing local consumer habits, manufacturing footprints, and biodiversity needs. Emphasising systems thinking, the workshop aims to protect, recover, and replenish human capital and natural resources. Regenerative business models are built on the principles of regeneration, restoration, and renewal: rather than merely reducing negative impacts, they seek to achieve a system-wide positive transformation.

1 activity to be chosen by the student

DESIGN DIRECTION

Blending vision and execution to drive innovation

The course is inspired by the metaphor of designers having their heads in the clouds while keeping their feet firmly on the ground. It demonstrates how to be visionary, strategically integrating this mindset within a corporate context. Students will learn to blend creativity with a practical approach, enabling them to lead design projects that are both forward-thinking and actionable. This ensures that innovative ideas are effectively executed and bring about real-world change.

or

INTERNSHIP/PROJECT LEARNING EXPERIENCE

Students have the option to include a period of internship or project learning experience as part of their study path. This opportunity is designed to provide practical, hands-on experience in a real-world environment, complementing the theoretical knowledge gained in the classroom.

4th Semester

THESIS

DEGREE PROJECT

Framing, crafting, and presenting individual research endeavour

This final module provides a platform for students to craft and present their individual research endeavours. Students begin by submitting a proposal that establishes the character and scope of their degree project, which is then reviewed by a thesis committee.

Throughout the development process, students are assigned a supervisor who guides them in refining their research. Drawing upon existing academic and disciplinary research, students are expected to formulate a project-based research proposal that addresses the evolving conditions of the contemporary context.

In the final phase, students present and defend their thesis before a committee showcasing their original contributions and engaging in scholarly discourse.



Definitions

COURSE (CS): the course denomination refers to courses or modules that cover theory, criticism and history. The scheduled sessions focus on taught learning with lectures, seminars and tutorials. The advanced level expects active student participation in the form of discussions, and group and individual analysis leading to solid knowledge, comprehension and individual perspective of contemporary contexts and their genesis.

WORKSHOP (WS): the workshop is a studio-based learning environment that involves active learning focusing on project work, strategy and experimentation. Cognitive processes and skills are developed and refined, exercising critical thought and creative making while exploring new design paradigms. Practitioners, theoreticians and domain innovators are involved in delivering content, critiquing work, and guiding outcomes.

BOOT CAMP (BC): boot camps are intensive accelerated mini-programmes focusing on particular themes, technologies or approaches inserted into the study plan as extended training sessions. Visiting professors and leading professionals conduct concentrated cross-disciplinary sessions introducing and sharing knowledge and expertise of advanced and emerging professional realities.



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.

Philip McKenzie



L. Emil Abirascid



Faculty

Contemporary and heterogeneous faculty composed by teachers, visiting professors, famous and emerging designers, professionals, startups, innovators, creators, journalists, special guests, such as:

L. Emil Abirascid

Founder of Startupbusiness & Co-founder of Designtech

Fernando G. Alberti (Scientific Advisor)

PhD, Professor of Strategy, Director of the Porter Institute

Julie Blitzer

Design Leader in Management Consulting, Bain & Company

Laura Licari

Head of Experience & Innovation at Publicis Sapient

Kim Mingo

Former Design Director at McKinsey & Company

Philip McKenzie

Cultural Anthropologist & Strategist

Erica Moreti

Innovation & Strategy Consultant, Former Managing Director at Continuum

Valentina De Matteo

MBA, Innovation & Change Advisor, Researcher at University of Bologna

Kim Mingo



Laura Licari



Fernando G. Alberti



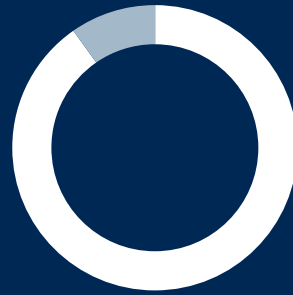
Julie Blitzer



Valentina De Matteo

Facts and Figures

40+ /year
COMPANIES
COLLABORATIONS



91%

Certified Employability Rate
one year after diploma

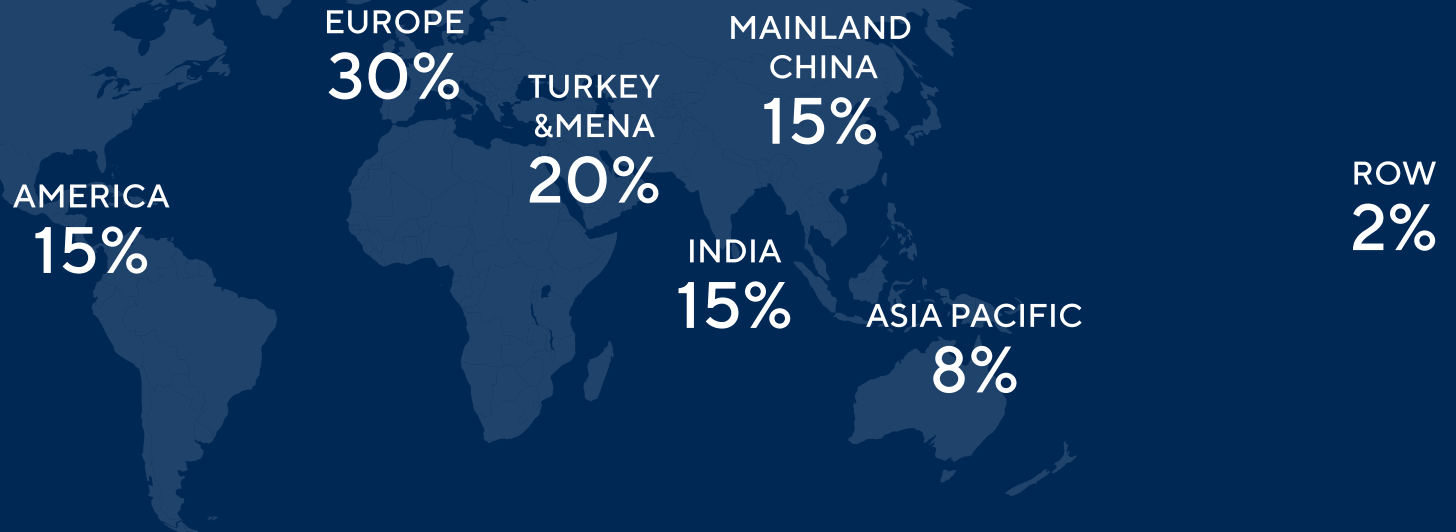
Source: Ipsos Doxa 2025



100%

Internship / Project Learning Experience

+60
DIFFERENT
COUNTRIES



STUDENTS' NATIONALITIES

2-Year Master of Arts Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- At least 15 years of previous Education
- Holding a first level academic degree (Bachelor's Degree or Academic Diploma) in fields related to the selected study program
- Certificate of English language (IELTS 5.0 Academic or General on entry)

2-Year Master of Arts are open also to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

2. PREPARE SUPPORTING DOCUMENTS

Applicants are required to submit at least one of the following:

- An artistic and/or professional portfolio of projects. This portfolio should ideally include textual descriptions and visual materials that demonstrate skills and experiences in the field.
- A comprehensive list of academic and/or professional experiences. This list should include brief descriptions of key courses, projects, or thesis work undertaken during your Bachelor's degree, and may include supporting visual materials if available. We would like you to provide us with a detailed explanation of your educational background and significant coursework or projects in a list and/or any related and significant work experience that will make us better understand your potentiality in the field of design leadership and strategy.

Moreover, the required documents for application are:

- Curriculum vitae/resume
- Artistic and professional portfolio of projects
- Motivational letter
- Copy of Bachelor's Degree or Academic Diploma in original language and translated if necessary* or official certificate of expected graduation issued by your Institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet in original language and translated if necessary* or Diploma Supplement if available or most updated official transcript/mark sheet if not graduated yet (listing subjects and exams, with corresponding number of hours/credits, final grade CGPA or Class if graduated, grading scale)
- Documentation regarding further courses or seminars attended (if available)
- English language certificate
- Copy of passport
- Payment receipt of Euro 100 application fee

**Alternative accepted languages: Italian, French, Spanish.*

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

<https://admissions.domusacademy.com/dadea/>

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter; Admissions office will inform students on documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application.

Non-European students will need to apply for study visa via **Universitaly**

<https://www.universitaly.it/>

and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.



Domus Academy is part of Galileo Global Education, a world leader in independent higher education with 210,000 students, 61 schools and 106 campuses in 18 countries, has placed employability and innovation at the heart of its strategy for 15 years.

Galileo Global Education's mission is to enable everyone, whatever their starting point, to express their potential and develop their employability sustainably through a skills-based pedagogy.

The Group's vision: to shake up the world of Education through innovation, and the hybridisation of disciplines, teaching methods, schools and geographies. The Group's schools, which specialise in digital, business, design, digital communications, health, arts and culture, share the same vision of higher education: the importance of interdisciplinarity, student support, high-quality training, international culture and professional integration.

Domus Academy is part of the following associations:





DOMUS ACADEMY
MILANO