



PRIFYSGOL  
CYMRU  
UNIVERSITY  
OF WALES

Masters degree  
validated and awarded by  
the University of Wales

BUSINESS DEPARTMENT

# master in **BUSINESS DESIGN**

an original MBA to explore influences between enterprise and creativity

MBD is a creative format of the Master in Business Administration and Innovation which proposes new, intense relations between the world of business and the world of design.

IN COLLABORATION WITH SDA BOCCONI SCHOOL OF MANAGEMENT

DURATION

13 months

ACADEMIC YEAR

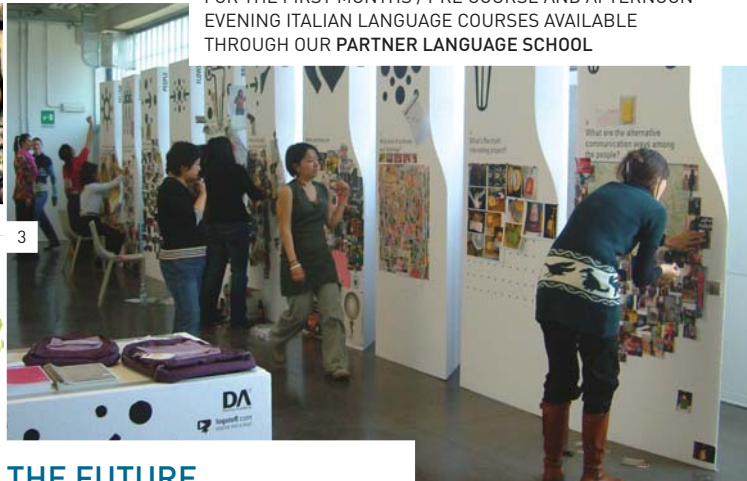
from November to December

CONTACT

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## THE COURSE

The teaching activity of the Master is divided into three parts: **November - June** is articulated in **lectures and workshops** focused on three main topics - **business management and innovation languages, creativity languages, the Made in Italy model**; the students are encouraged to work in teams on briefs given by our partner companies and the MBD Faculty; **July - September** consists of a **research** that each student carries out in a company or in a design studio, broadening one of the themes faced during the first part of the course; **October - December** the course is concluded with a **final master thesis**, that students will develop under the guidance of a mentor and a tutor.



## THE OBJECTIVE

The Master intends to create a **new managerial class for design driven companies** composed of individuals able to combine creativity, managerial skills and entrepreneurial spirit. Its goal is also to provide tools to tackle complex social conditions, globalization and the spread of new economic production systems.

## THE AUDIENCE

New graduates and young professionals coming from economics, human science and design-related faculties, who wish to learn how to combine creativity, managerial skills and entrepreneurial spirit through a multidisciplinary approach.

## THE FUTURE

MBD participants will develop skills and competences that will enable them to achieve different high-level managerial positions in many sectors like fashion, design, luxury goods, food, leisure, tourism, consumer goods, media, consultancy and ICT.

## COMPANIES/INSTITUTIONS

MBD's mainstay is its strong relationship with a **network of companies** and enterprises, actively and directly participating in the students' training, with an integrated contribution through scholarships, lectures and presentations of case histories, as well as planning together with the Faculty the themes of the teaching organization and the issues to develop design workshops.

## VALIDATION

MASTER DEGREE VALIDATED AND AWARDED BY THE UNIVERSITY OF WALES WITH A VALUE OF 180 CREDITS

## INFORMATION

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INFOBUSINESS@DOMUSACADEMY.IT

## TUITION FEE

13.000 EURO + 20%VAT FOR EU CITIZENS  
17.000 EURO + 20%VAT FOR NON-EU CITIZENS

## LANGUAGE

ITALIAN WITH **SIMULTANEOUS TRANSLATION TO ENGLISH** FOR THE FIRST MONTHS / PRE COURSE AND AFTERNOON EVENING ITALIAN LANGUAGE COURSES AVAILABLE THROUGH OUR **PARTNER LANGUAGE SCHOOL**

THE MASTER HAS WORKED WITH:

**3M**

**Autogrill**

**E-Bay**

**Elica**

**Federlegno Arredo**

**FILAS**

**Fondazione Valore Italia**

**Logstoff.com**

**Moreschi**

**Unilever**