



Coca-Cola

DOMUS ACADEMY MILANO



ENTREPRENEURSHIP THROUGH DESIGN

In this competition, you will have the chance to explore how experimental entrepreneurship can innovate through design concepts and methodologies. Domus Academy and Coca-Cola are offering five scholarships for the Master's in Business Design programme with a start date of February 2020.

BRIEF

Begin by selecting a young and inspiring company – based in your home country – that you consider truly innovative. It could be a shrewd business that uses design principles to create a sustainable solution for an important social cause. It could be a small entrepreneurial firm that redesigns local products in a thoughtful way. Or it could be a group of young designers who experiment with new applications of inventive materials or/and technologies.

In your project, define the context of this innovative start-up and explain the criteria that motivated your choice. Then, analyze the innovations of the new company and its products or brands in line with the business design and “Entrepreneurship Through Design” spirit. Illustrate its creative and business values in a clear and meaningful presentation.

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in economics, management, humanities, or design. It is also open to candidates with a background in other disciplines, if they are motivated by strong interest in the programme’s topics.

JURY

Projects will be selected and evaluated by the faculty of the Master’s Programme and the Admissions Jury.

REQUIRED MATERIAL

- A written description of the project, three A4 pages maximum; OR a 10-slide PowerPoint presentation (including images)
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor’s degree or academic diploma translated into English
- Academic transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form*

The candidates are asked to send their materials in one sole file in .PDF format.

Any further attached material will be considered a plus and will be evaluated by the jury.

* *Application fee is waived for competition participants*

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master’s Programme
- One scholarship covering 50% of the total tuition fee of the Master’s Programme
- One scholarship covering 40% of the total tuition fee of the Master’s Programme
- Two special mentions covering 20% of the total tuition fee of the Master’s Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €19.900 (for EU passport holders - diploma fee is not included).

DEADLINE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

competition.domusacademy.com

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at:

competitions@domusacademy.it

MASTER’S PROGRAMME DESCRIPTION

The Master’s in Business Design programme creates new connections between the worlds of business and design. You will work on projects relating to the business of design and the design of business. Enlightening and interdisciplinary, the programme focuses on how to apply design methodology, sensitivity, and culture to any business. You will study design-driven company management as you learn to draft plans for business development, branding, marketing, and communication—for product lines, startups, and established businesses.

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor’s degree, or who are about to graduate within the academic year 2018–19.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.