



POLITECNICO
MILANO 1863

Design Management, Innovation and Entrepreneurship

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Introduction

WHY

Innovation is a
key driver
of success

WHAT

Innovation of
businesses,
products and
services

HOW

Experiential Learning and
Collaboration with
companies

WHERE

Existing businesses
and Start-ups
Any industry and
especially creative
ones

WHO

Innovative Leaders

Scenario and market needs

WHY

Innovation is a
key driver
of success

- Innovation is a key engine for creating wealth and long-term sustainability
- In a global hyper-competitive world with mature demand, innovation is the key driver of firms' success
- Innovation is the top priority for EU executives (surveyed by The Economist), up from 3rd place in 2012
- Not only technological innovation but also design-driven; not only products but also services
- Effective innovation requires people with entrepreneurial mindset both within existing organizations and to start successful new ventures

Learning outcomes

WHAT

Innovation of
businesses,
products and
services

- Proactively envision new opportunities
- Nurture innovative solutions
- Engage others (internal teams and external partners)
- Use creativity to generate strategic value
- Transform ideas into real businesses and learn to deliver
- Adopt a multi-disciplinary approach: Entrepreneurship, Design, Management, Engineering

Job opportunities

WHERE

Existing businesses
and Start-ups
Any industry and
especially creative ones

- In existing organizations and start-ups
- In any industry, in firms that build their success on innovation and creativity:
 - Google, Apple, Facebook,...
 - Prada, Alessi, Poltrona Frau, Artemide, ...
 - 3M, Johnson & Johnson, ...
 - Technogym, Mapei, ...
 - Tesla
 - ...
- Roles:
 - Product Manager
 - Entrepreneur
 - New Business Development
 - Mergers, Acquisition & Alliance
 - Strategy consultant

Professional profile



- Benedetto Vigna
Executive Vice President of Analog, MEMS & Sensors Group, STM



Professional profile



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- Envisioning Future Scenarios
- Managing Technology and Creativity
- Leading Entrepreneurial Initiatives
- Delivering Radical Innovation

Stream architecture

HOW

Experiential
Learning and
Collaboration with
companies

Courses	Sem	ECTS	ECTS
Design Management Lab	1	15	15
Design Strategy and Economics of Innovation	1	10	10
Additive Manufacturing	1	5	10
Management of Design and Innovation Projects	2	5	
Digital Business Innovation	2	5	
Entrepreneurship Economics and Policy	2	5	
Product Lifecycle Management	2	5	
Free FREELM	1-2	5-10	10
Final Project (Thesis)	1-2	15	15

Collaboration with Companies

Design Strategy
and Economics of Innovation

Design Management Lab

- Both mandatory courses are based on strong and intense collaborations with Companies
- More specifically, both courses engage participants in facing challenges and briefs proposed by Companies
- In the last editions Companies such as Digital Entity, Edenred, illycaffè, Pirelli, The Level Group have been involved
- The activities developed by Participants are mainly team-based and aim at experimenting new approaches in innovating and designing new user experiences