



**POLITECNICO**  
MILANO 1863

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**Master of Science in Management Engineering  
Stream**  
**Design Management, Innovation and Entrepreneurship**

Academic Year 2019-2020

# Introduction

## WHO

Innovative Leaders

## WHY

Innovation is a  
key driver  
of success

## WHAT

Innovation of  
businesses,  
products and  
services

## WHERE

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

## HOW

Experiential  
Learning and  
Collaboration with  
companies

# 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
- 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

# 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	
Branding and Communication	2	5	
Brevetti e Proprietà Industriale	2	5	
Insegnamenti Gruppo GESLM	1-2	10-13	13
Final Project (Thesis)	1-2	15	15

# 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

# 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

# Contacts

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Claudio Dell'Era

Professor of Design Strategy

[claudio.dellera@polimi.it](mailto:claudio.dellera@polimi.it)

Evila Piva

Professor of Entrepreneurship

[evila.piva@polimi.it](mailto:evila.piva@polimi.it)