



master in BUSINESS DESIGN
BUSINESS INNOVATION
scholarship competition 2007/2008

30 JUNE 2007

DEADLINE

infobusiness@domusacademy.it

INFORMATION

MBD is an innovative format for a **Master in Business Administration and Innovation**, with the objective to create new and intense relations between the world of business and the world of design. Born in 2003 in Domus Academy, Milan, Italy, MBD represents a laboratory and a border area where designers and creatives, managers and entrepreneurs work together at the creation of a new strategic language, of new operative codes for the business and the market. Business Design lives around the idea that the project is the core and the guide of the business. The objective of the Master is to teach the students how to bring innovation and creativity, quality and effectiveness in the areas of products, services and social organisations.



The competition addresses both young professionals working in design and fashion, and graduates in economic disciplines, to explore the borders of innovation in business. Candidates are asked to **select a company**, in their country of origin and residence **that they consider innovative**. They have then to **define the context of innovation** among the ones here described, **or else define other criteria, motivating their choice**.

The project will be consisting of an analysis of the innovative content of the company, of the product or of the reference brand. The project will need to be in Word format, maximum 3 sheets or in a 10-slide PowerPoint.

Any further attached material (analysis of the sector or of the market where the company works, analysis of the competitors or economic analysis of the context/country) will be considered a plus to the project and will be evaluated by the jury.

CONTEXT OF INNOVATION

INNOVATION OF TRADITIONAL FIELDS

The strategic changes that are affecting traditional fields such as agriculture.

Slow Food - www.slowfood.it -, in example, is a no-profit organisation born in Italy, which through projects, events, publications and a new University of Taste defends and spreads the agricultural and enogastronomic traditions of each area of the world.

INNOVATION OF PROCESS

By introducing innovation in logistics (**Zara** - www.zara.com- and the other fast mover retailers) some companies have reduced the products life cycle, limited the stocks and conquered consumers on the basis of the sense of immediate and limited opportunity. While E-bay and Amazon have deeply innovated the distribution channels.

INNOVATION OF THE BUSINESS MODEL

Virgin Group Ltd - www.virgin.com -, a company that has elaborated a new business model by stretching its vision to many different fields, such as flights, financial services and health insurance. Dot-com companies – using the on line model they have deeply changed many business fields, such as the model of personal search of relations www.match.com, and the model of the music industry www.music-map.com.

INNOVATION OF BRAND

Absolut Vodka - www.absolut.com - and **Illy Caffé** - www.illy.com - have innovated their brand and communication strategy, taking inspiration from personal creativity and art, and conquering a new segment of lovers, through new strategies of cultural marketing.

INNOVATION OF PLATFORM

First with the iPod and now with the presentation of the iPhone, **Apple** - www.apple.com - has developed models of systemic innovation, inventions with high technological content, but able to introduce sets of behaviours, both individual and social, that are completely new and affecting the mass.

INNOVATION OF STYLE

Fashion and design companies, which through their innovative approach to the themes of comfort and taste, have deeply changed the lifestyle of entire consumption areas. **Ikea** - www.ikea.com- in example – has made out of the idea of “beauty” for everyone a commercial system and a model of definition of the standard and formal elegance of the products.

Diesel - www.diesel.com -, Italian company of denimwear, has completely re-invented the culture and the philosophy of jeans.

SOCIAL INNOVATIONS

Grameen Bank - www.grameen-info.org-, created by Nobel Prize Muhammad Yunus, is the first and biggest ethical bank in the world. It was born in Bangladesh to financially support small investments aimed at improving the social and financial situation of families.

PRIZES

The prizes are:

Two scholarships for non-EU citizens, covering 50% of the total tuition fee to the Master in Business Design at Domus Academy (Euro 17.000 + VAT 20%).

One scholarship for EU citizens, covering 50% of the total tuition fee to the Master in Business Design at Domus Academy (Euro 13.000 + VAT 20%).

One scholarship for Italian citizens, covering 50% of the total tuition fee to the Master in Business Design at Domus Academy (Euro 13.000 + VAT 20%).

These conditions are intended only for the Academic Year 2007-2008 (November 2007-December 2008).

All candidates who send their project as participation to the competition will receive an award consisting of 20% discount on the tuition fee to attend the Master in Business Design.

COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned.

All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other or previous occasions. A curriculum vitae and a statement of purpose of the candidate must be attached to the project. The projects will be evaluated by the MBD Faculty. Candidates will be informed on the results of the competition via e-mail by July 13th 2007.

DEADLINE

The works must be received at Domus Academy by and not later than **June 30th 2007**.

Projects in **digital format** must be sent via e-mail to the following e-mail address:

infobusiness@domusacademy.it

Paper works, must be sent to the address: Domus Academy, “**Business Innovation**”, Via Watt 37, 20143 Milan, to the attention of the Business Design Department.

INFORMATION

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