



**POLITECNICO**  
**MILANO 1863**

## Double Degree in Management and Design

Management Engineering + Product-Service System Design

Cabirio Cautela (cabirio.cautela@polimi.it) and Gianluca Carella

29th November 2019

# Design Management field



# History of the «Design Management» field



1980

1990

2000

2010

Design as  
**form of things**

Design as  
**creative problem solving**

Design as  
**visionary interpretation**

# Analyzing the «Design Management» field: 1980s and 1990s ...

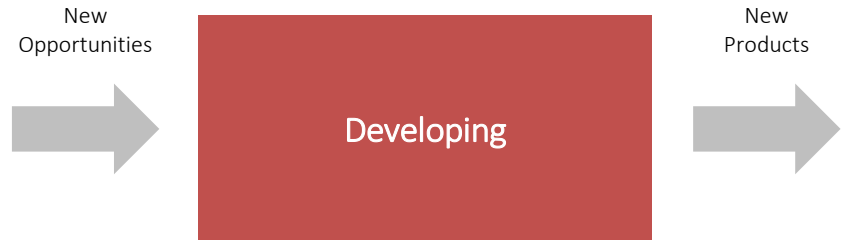
1980

1990

2000

2010

Design as  
form of things



Manager



Designer



# Analyzing the «Design Management» field: 1990s and 2000s ...

1980

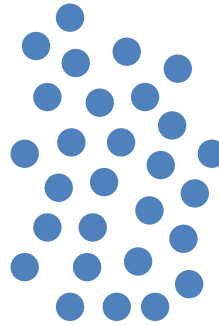
1990

2000

2010

Design as  
**creative problem solving**

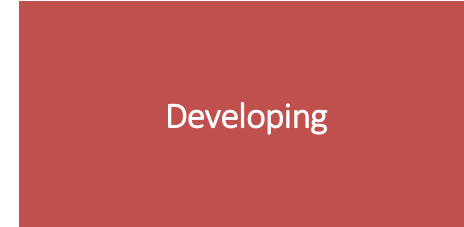
Ideating



New  
Opportunities



Developing



New  
Products



Manager



Designer



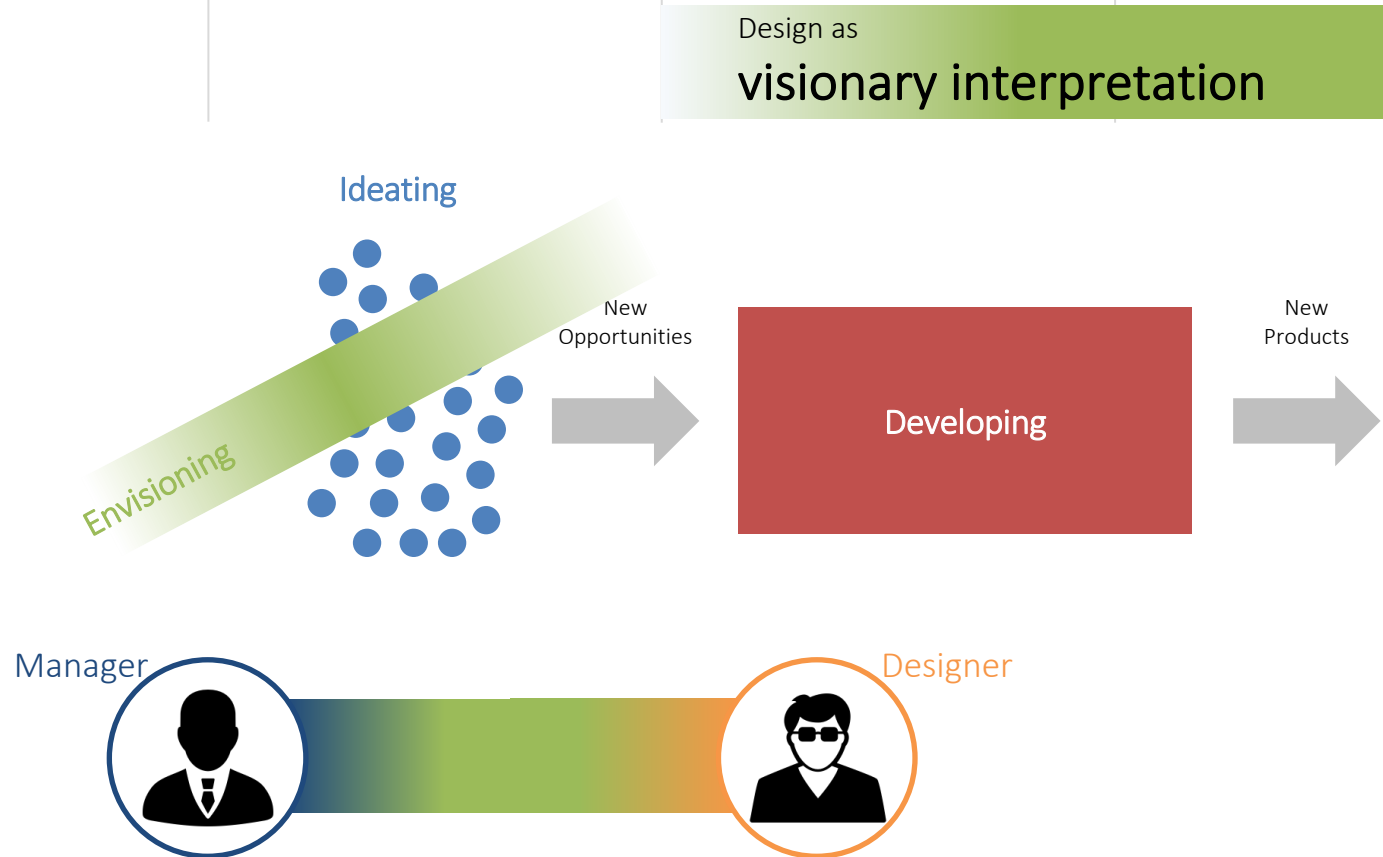
# Analyzing the «Design Management» field: 2000s and 2010s ...

1980

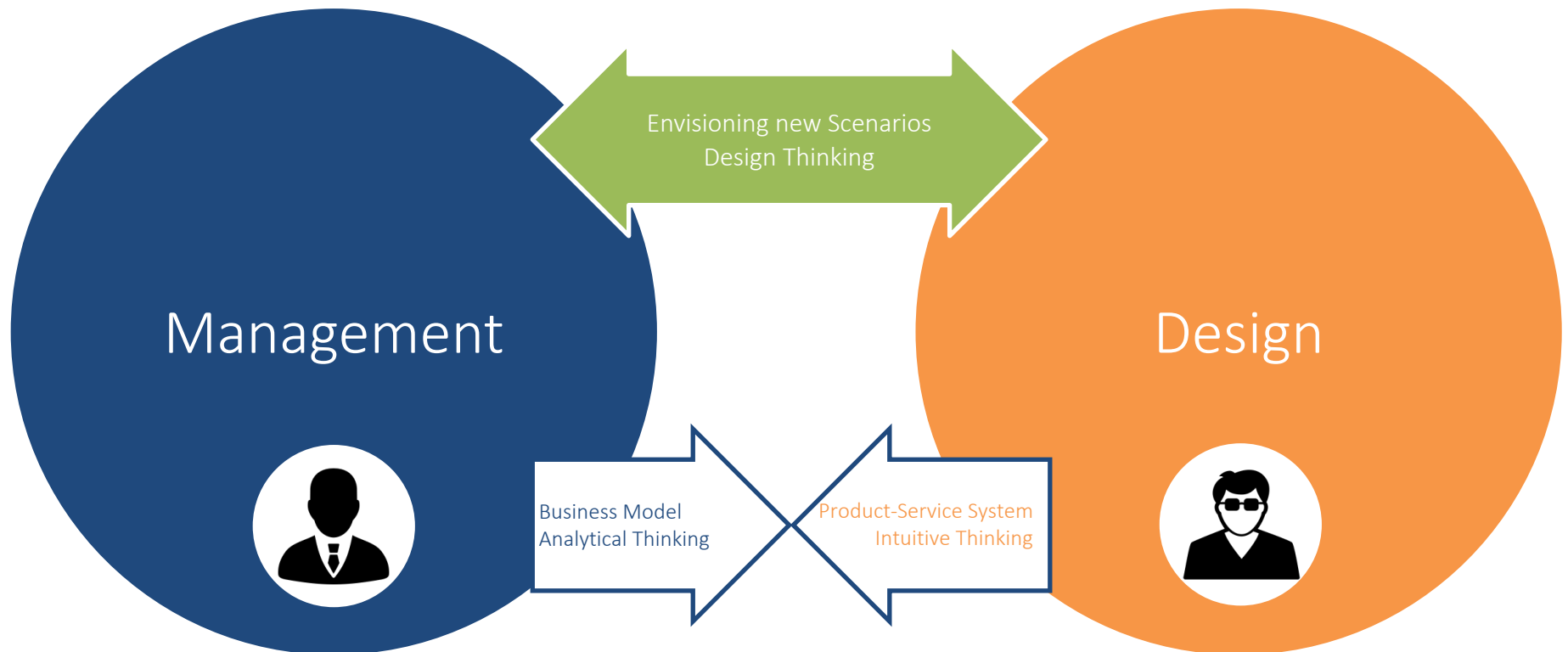
1990

2000

2010



# Management and Design



# Vision



*“We live in a **world awash with ideas**. Thanks to open innovation, crowdsourcing, and especially to digital technologies, we have easy access to an unprecedented amount of novel opportunities.*

*How to make sense of this overabundance of opportunities? How to **envision the next big thing**? How to avoid trying everything and fall into the paradox of ideas (the more ideas we create the less we innovate)?*

*To succeed in an overcrowded world **we need a meaningful direction**. To focus our creativity and the creativity of others towards a new, shared purpose.”*

**Roberto Verganti – Politecnico di Milano**



# Design Thinking



*“Design thinking is a **human-centered approach** to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”*

**Tim Brown – IDEO**

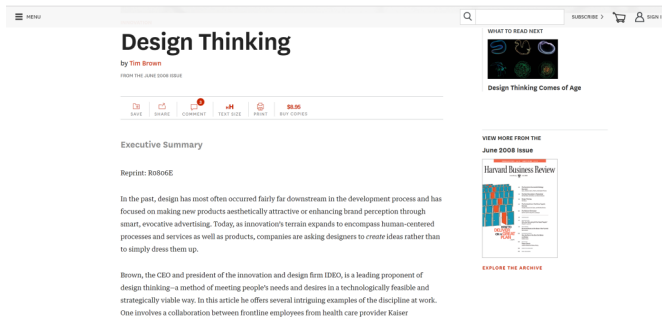
*“The way I think about design thinking is it is in a halfway house between **analytical thinking**, for the purely deductive and inductive logical thinking that utilizes quantitative methodologies to come to conclusions, and **intuitive thinking**, knowing without reasoning. And design thinking is the kind of thinking that takes the best of both sides. So what it takes is invention of the future from the intuitive thinking and the willingness to use what I call abductive logic – inference of the best explanation. As well as some aspects of the power of inductive and deductive logic from analytical thinking to produce something that is creative but replicable”*



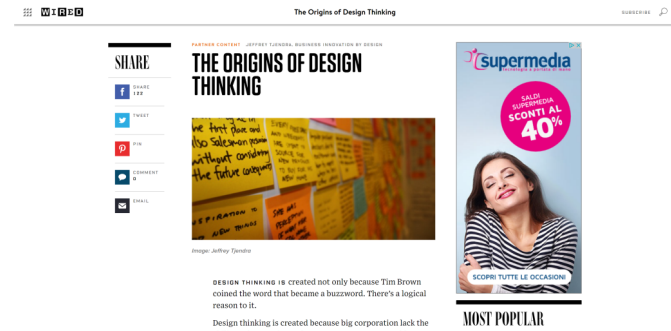
**Roger Martin – Rotman School of Management at the University of Toronto**

# The «explosion» of Design Thinking: Press

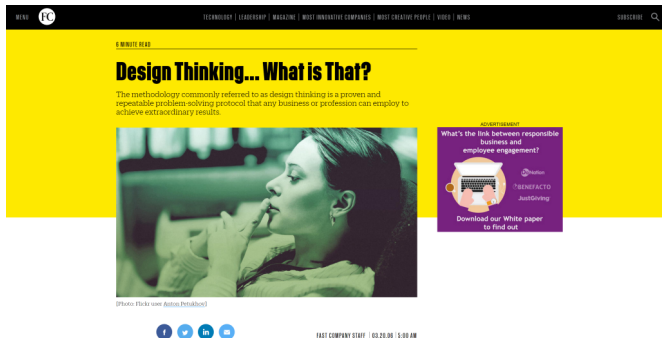
Harvard  
Business  
Review



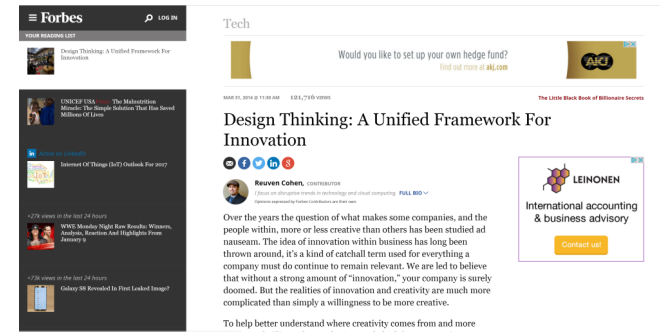
Wired



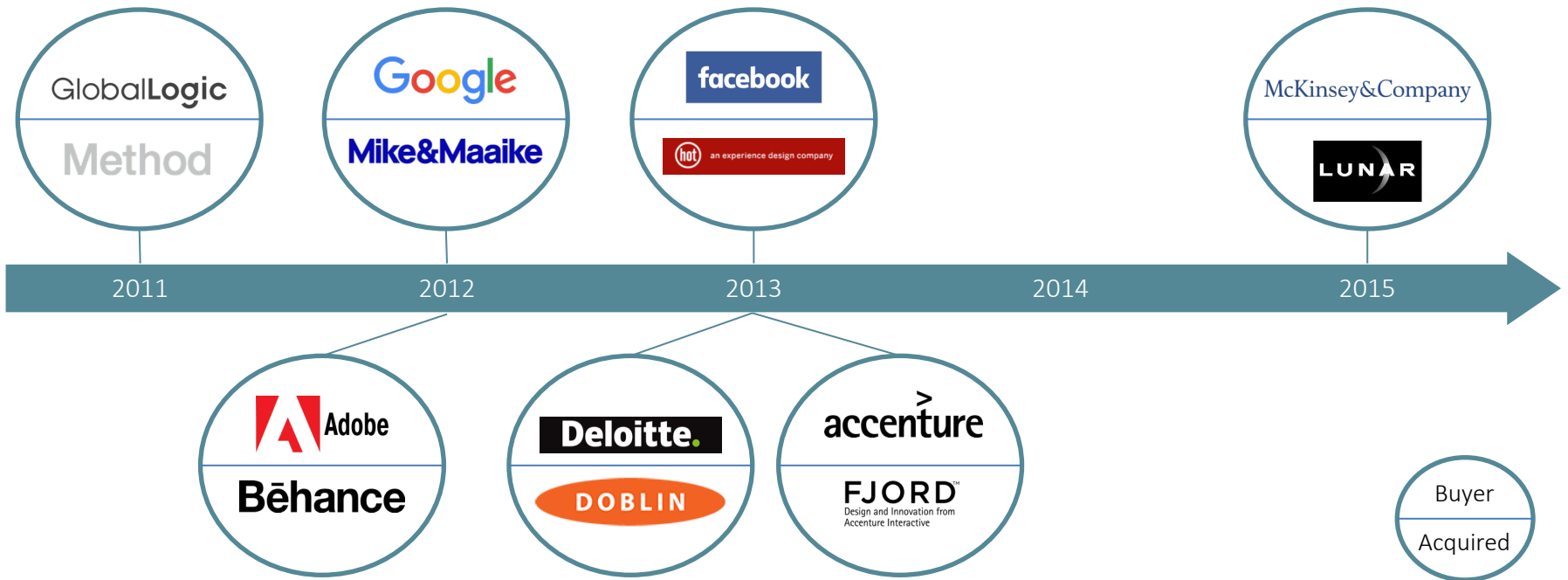
Fast  
Company



Forbes



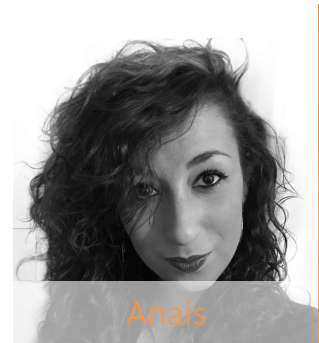
# The «explosion» of Design Thinking: Acquisitions



# The «explosion» of Design Thinking: Diffusing adoption (in Italy)



# Alumni from the first two editions



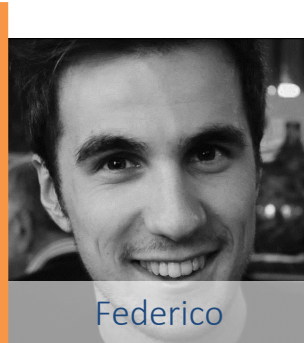
Anais



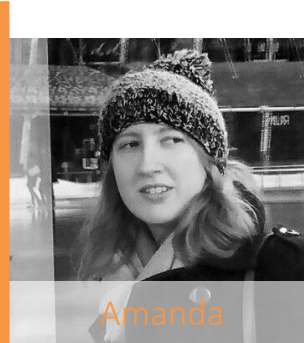
Niccolò



Khadijah



Federico



Amanda



Sara



Mattia



Gianluca



Sen



Elena



Francesco



Cristina



Luisa



Tommaso



Marica



Valeria

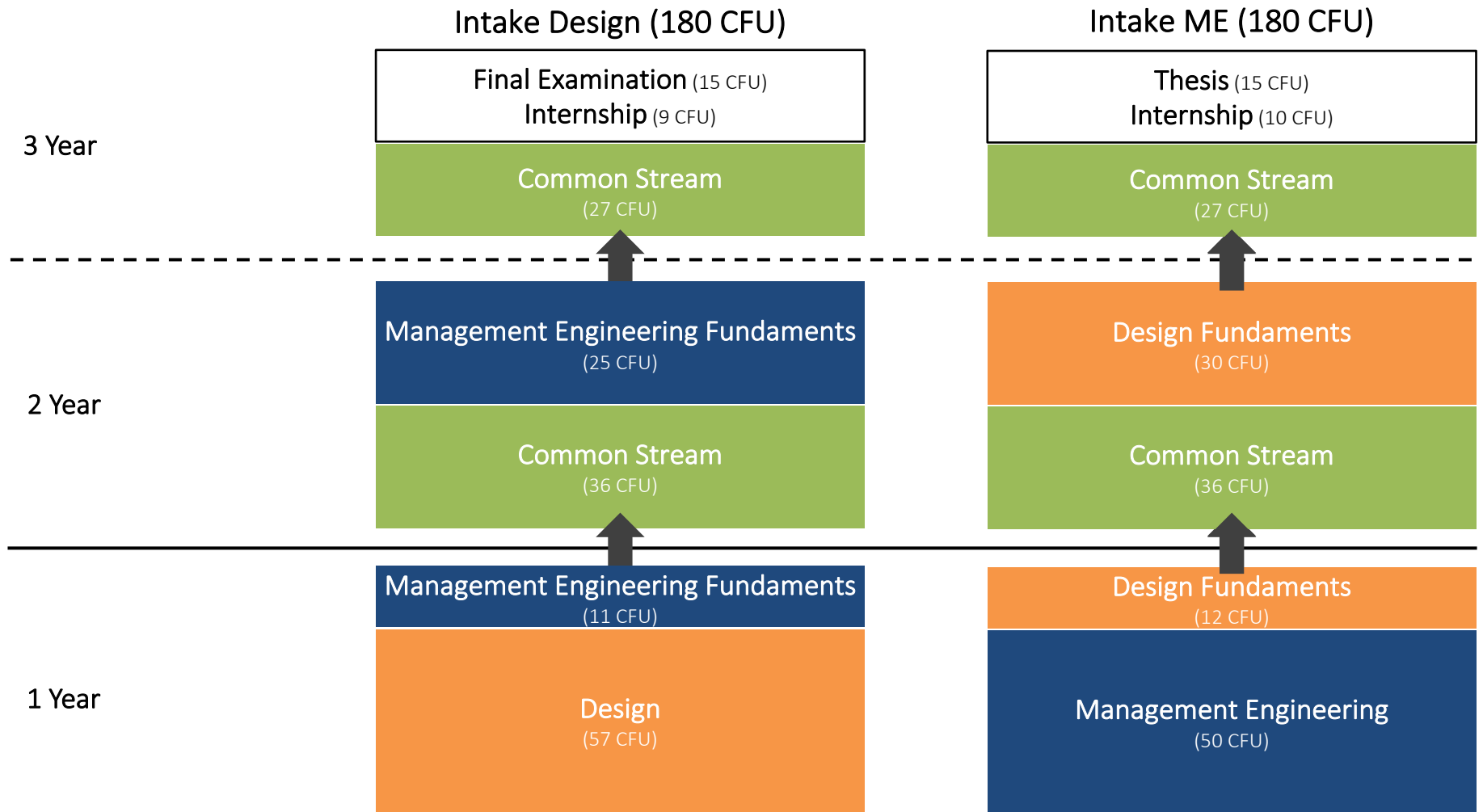


Ivana

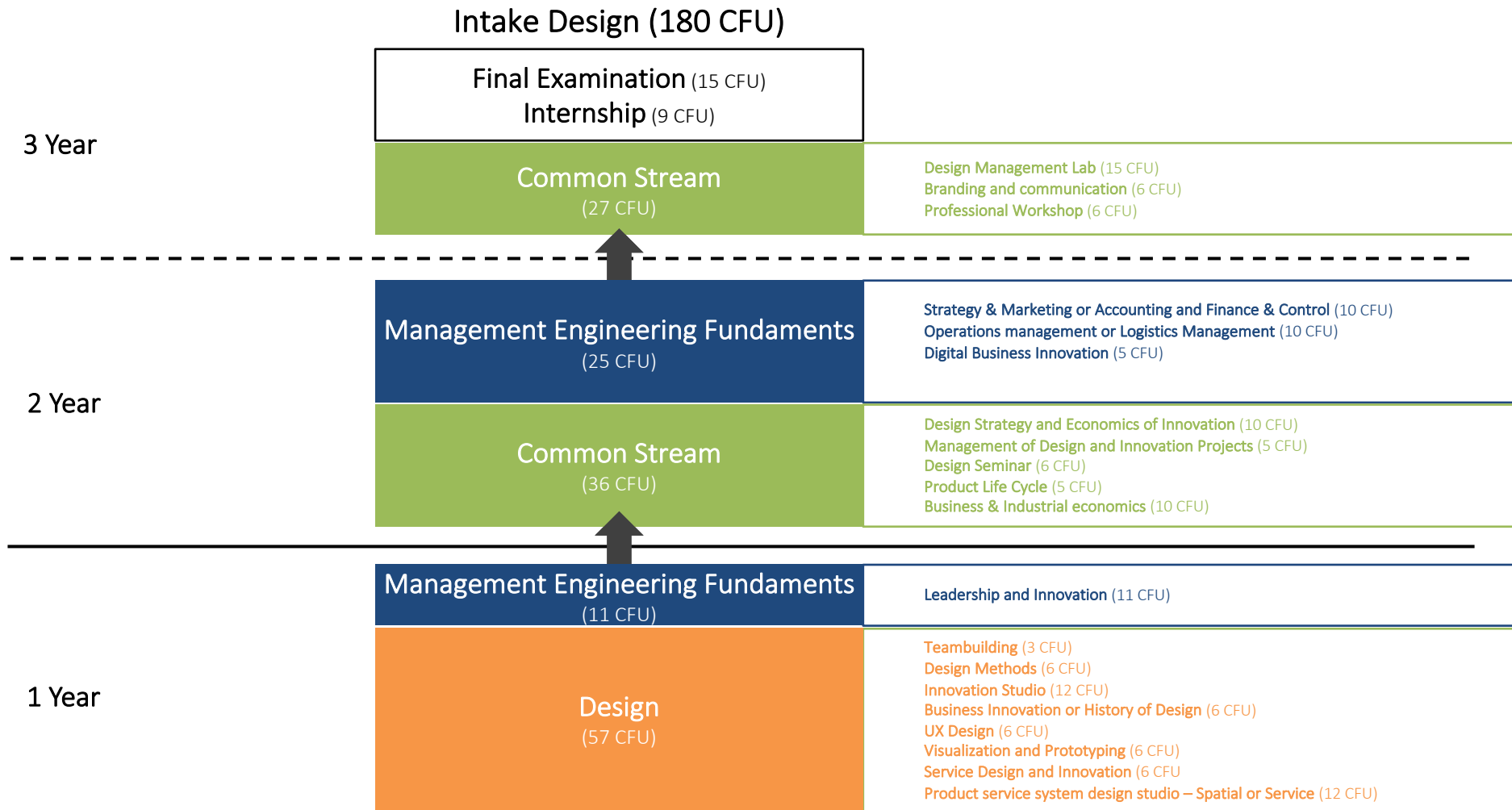


Leandro

# X-shape design



# Intake PSSD (Design)



# Alumni from the second edition

Gianluca Carella

2nd Edition

*Internship in F-Lab*

*Thesis on how design can support  
processes inside organizations that  
are adopting Open Innovation*

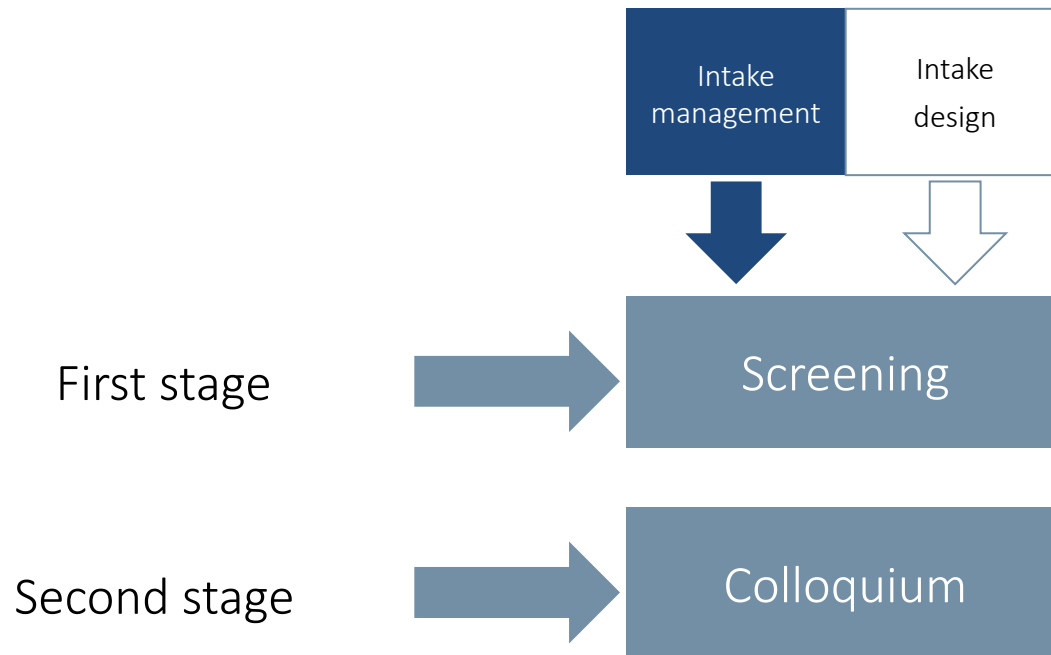
*Now PhD candidate in  
the Department of Design*





# Internal Double Degree: Selection process

- Evaluation based on a two stage process: **Screening** and **Colloquium**
- Only students that pass the Screening stage will access to the Colloquium



# Internal Double Degree: Selection Process – Screening

Screening, based on:

- A **motivation letter**, explaining why the candidate is willing to attend the Double Degree Program and how she/he may contribute to the community of the Program
- **Curriculum Studiorum** in the Bachelor Degree (self-declaration of transcripts with mark and **finale degree grade** and **abstract of the thesis** (not more than 5 standard word pages) and a self declaration of transcripts of the first semester of the MSc study course
- **Curriculum Vitae** indicating other competencies developed (beside the Curriculum Studiorum) and how they were developed. Competencies may include: core competencies in the field (e.g. project portfolios), competencies developed in the second degree field (e.g. working experiences), tools and methodological experiences, hobbies etc.
- **Projects portfolio**

# Internal Double Degree: Selection Process – Colloquium

Joint Colloquium, aimed to evaluate:

- The **coherence of the expectations** and the **motivations** of the candidate with the objective of the double degree program
- The **coherence of the specific competencies** acquired by the candidate in the bachelor level and through extra-curricular experiences with the objective of the double degree program
- The candidate's **attitude towards the disciplines** of the double degree program (which could be assessed through interview questions or a case study)

# How to submit

- The application procedure is available at the following link:
  - <http://www.design.polimi.it/tutte-le-news/dettaglio-della-news/article/165/avviso-di-selezione-doppia-laurea-interna-intake-20192020-management-engineering-e-product-servic/>
- Presentation of candidate applications: **by December 13th**, 2019 at 12.00 (noon)
- Notification of the results of the screening stage: **December 20st**, 2019
- Selection process and interviews: **between January 13th and 17th**, 2020 (14 Jan. TBC)
- Publication of the final results: by **January 27th**, 2020
- Acceptance by candidates: from **January 27th to February 3rd**, 2020