POLITECNICO
MILANO 1863

REGULATIONS

Internal Double Degree intake 2026/2027
in
Management Engineering and Product-Service SystemDesign

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Professional profile

- *Why is this course important for society and business? Scenario*

In an ever-changing world, design and innovation are among the major renewal and prosperity tools. They are necessary for society to meet the challenge of sustainability in a connected and complex world and for organisations and businesses to create valuable solutions and ensure long-term continuity. They are needed for those who seek usefulness, values and meaning from their solutions.

Where does innovation come from in today's world? Technology is one of the main factors. But it is no longerenough, because technologies are increasingly accessible globally and because of their increasing sophistication the focus has shifted from how technologies are developed to how they are chosen, integratedand used.

Innovation comes from an ability to capture the situation’s development, grasp the sense of a complex environment, and combine the countless opportunities available, in an unprecedented vision. This vision comprises ecosystems of products, services, organisational processes, communication strategies, spaces, which are integrated into a winning strategy and business model. Today's scenario requires the ability to conceive, develop and implement new meaningful visions which have an economic value for business.

These multi-faceted skills, are based on two areas of competence:

- Design, as a set of capabilities that allow new and more meaningful possibilities for people. Ecosystem design of products, services, digital and communicative artefact spaces, which is dubbed “Product- Service-Systems Design”.
- Management, as a set of capabilities to transform a new ecosystem idea into a source of economic value and growth, planning and implementing new business models.

The Double Degree in Management and Design provides these skills in a single integrated course.

- *What makes this programme unique? A pioneering approach to Management and Design*

Management and Design closely interact.

There is Design Management, i.e. the effective management of Design as a process and business function.This was a focus, especially in the 1980s and 1990s, when major international players needed to effectively manage their design units. It is still relevant today as the management of creative processes and resources require special constantly evolving skills.

In the early 2000s there was a move in the opposite direction. Design was seen as a tool to manage.

companies in a new and more creative way. This involved the use of Design Thinking in Business Schools, as a tool to helpmanagers better understand user needs and improve creativity. This is a relevant topic that Politecnico di Milano, as the university of design, has put into practice in all its programmes, including Engineering, Design, Architecture and Management.

The uniqueness of this Double Degree in Management and Design is that it includes and surpasses previousperspectives, to face the challenges and opportunities of future scenarios. This Laurea is not the application of management to design, nor an application of design to management, but a combination of these perspectives which use designer and manager skills to develop sophisticated solutions. There is no other similar approach or school that internationally integrates Product-Service-System design and business models with this approach.

- *Why is this programme crucial for those interested in a design in-depth study? What do theyget in addition to design studies?*

Designers are no longer required to simply design products. They must design sophisticated and sustainablesystems, based on the combination of products, services, communication, spaces and digital components,all combined into innovative business models. This requires design and advanced management skills. Product-service systems are based on organisational processes and the design of business models requires a thorough understanding of strategy, economics, organisational networks, i.e. a comprehensive understanding of management.

- *Why is this programme crucial for those interested in in-depth management? What do they getin addition to management studies?*

Today leaders are no longer required to simply manage processes and organisations. They need to innovateand change processes and organisations, to capture and develop the meaning of complex market scenarios,to be empathetic to people's experiences and create new and sustainable solutions. This ability to identify new directions for people and society requires advanced design skills. Design provides the ability to have a sense of society and what people seek in life and the skills to imagine new things.

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- *What are the professional profiles? The programme's skills*

By participating in this programme, students develop advanced skills to design and manage innovative ecosystems (products+services+communication+spaces+digital artefacts) and business models. Specifically,the following skills:

• Designing innovative and sustainable business models that create value for people and society

• Describe these business models so that they can be effectively shared and communicated to otherpeople in the organisation, partners, stakeholders and customers.

• Create value for business, so that the vision is positive for the organisation and its users (its stakeholders,management and all those who contribute).

• Lead the development and implementation process, involving third parties, so that your vision becomes a reality and has an impact on business and society.

The typical career opportunities of this Double Degree may include the following areas: strategy, innovation, marketing, branding, design, business development, project management with a strategic perspective.

All profit, non-profit, large or small organisations with a strategy based on innovation, including startups and the public sector are interested in this profile.

- *Why a Double Degree? The advantage of combined training*

These skills cannot be achieved by a programme that simply combines a little design with a little management. To think and implement sophisticated ecosystems and business models dual-specialisation is needed.

For this reason, instead of creating a programme that draws something from both schools, we providedselected, talented and motivated students an opportunity to develop each of them intelligently and effectively.

Students will attend design and management courses, and find themselves immersed in both worlds. They will come into contact with "design" and "management" students and professors. They will acquire both waysof thinking instead of a separate approach.

Since this is a programme (and not an individual course), students will experience it with as many

selectedparticipants, sharing, discussing, and creating a new culture of management and design together with other pioneers with similar interests: professors, managers and designers involved in this programme.

- **Study plan**

- **General structure of the Double Degree**

The Double Degree is based on two Laurea Magistrale (equivalent to Master of Science) programs at Politecnico di Milano: the Management Engineering program (from the School of Management) and the Product-Service Systems Design programme (from the School of Design) to which students will be enrolled. It is possible to access the Double Degree from Management or Design programmes. This allows students togo deeper into one of the areas first, then focus on the other, and finally integrate them.

Starting the programme from Management, the student will:

- develop management skills and approaches using basic courses from the School of Management, including Strategy & Marketing, Leadership & Innovation, Business and Industrial Economics of Innovation, Strategic Innovation, Operations Management, Logistics Management, Accounting, Finance & Control.
- integrate design into management, using dedicated courses: Design Thinking for Business, Future Making, Agile Innovation, Branding & Communication, Digital Business, Design and Corporate Economics.
- acquire Product-Service-System Design skills, with courses from the School of Design, including Design & Research Methods, Product Service System Studio, Product Service System Design for Sustainability, Service Design and Innovation, Public and Social Change, Data and service design e Design Seminar.
- Conclude the course with activities where the concepts learned during the programme are integrated: Business Design and Transformation Lab, Professional Workshop, Internship e Tesi.

Starting the programme from Design, the student will:

- develop design skills and approach, using basic courses from the School of Design, including Teambuilding, Innovation Studio, Product Service System Design Studio, Design & Research Methods, Ux- Design, Services Design and Innovation, Data and Service Design, Leadership & Innovation Strategy/ Leadership & Strategie di Innovazione and Design Seminars.
- Integrate management into design, with dedicated courses: Design Thinking for Business, Future Making, Agile Innovation, Branding & Communication, Digital Business;

- acquire management skills, using courses from the School of Management, including Strategy & Marketing, Leadership and Innovation, Strategic Innovation, Operations Management, Logistics Management, Accounting Finance and Control, Business & Industrial economics, Supply Chain Innovation;.
- Conclude the course with activities where the concepts learned during the programme are integrated: Business Design and Transformation Lab, Internship and Thesis.

A prerequisite for admission to the pathway, only for students enrolled in the Product-Service System Design degree program (School of Design), is successful completion of the 1st-year Labs
Students admitted to the Double Degree project who fail to pass the 1st year Labs in July 2027 will not be allowed to continue in this course.

MOOC

For students enrolled in the CdLM Product Service System:

Before taking the exam for the courses of the Laurea Magistrale (equivalent to Master of Science) in Management Engineering, you must pass the following**three** MOOCs by the February 2028 (first examination session of the 2nd year of enrolment at the Politecnico di Milano)

- Fundamentals of Financial and Management Accounting (only if the study plan includes theAccounting, Finance and Control course)
- Fundamentals of Organisation
- Fundamentals of Economics

Students who do not have the Accounting, Finance and Control course in their plan may choose one of thesetwo MOOCs instead of Fundamentals of Financial and Management Accounting.

- Fundamentals of Operation
- Fundamentals of Strategy

For students enrolled in CdLM Management Engineering:

Applicants must refer to the Educational Rules - Regulations of the Laurea Magistrale (equivalent toMaster of Science) in Management Engineering.

For students of both courses, MOOCs from the "Introduction to Management Engineering Series" library areprovided free of charge via the Polimi Open Knowledge (POLIMI POK) platform: https://www.pok.polimi.it/

The pathway of the internal double degree PSSD&ME has necessarily been built with supernumerary credits to obtain the first degree and subsequently the second, the law excludes these credits from the DSU calculation, therefore students enrolled in Product Service System Design or Management engineering must only calculate the actual credits in their pathway indicated in the tables of this notice (column actual credits first degree) and the Regulation of the internal double degree PSSD&ME
Please also note that, by law, the DSU benefit may be granted for the achievement of the first degree for no more than 5 semesters, starting from the year of first enrolment in the master's degree programme, therefore it may not be requested for the achievement of the second degree envisaged in the pathway

Detailed description of the study programme for the Intake Management (PSPA)

First year courses

SSD	Denominazione Insegnamento	Sem	ECTS	Effettivi primo titolo	Effettivi secondo titolo
IEGE-01/A	Strategy & Marketing	1	10	✓	
IEGE-01/A	Accounting, Finance and Control	1	10	✓	
IIND-05/A	Operations Management	1	10	✓	
IEGE-01/A	Leadership & Innovation	2	10	✓	
IEGE-01/A	Business & Industrial Economics	2	10	✓	
CEAR-08/D IINF-05/A	Data and Service Design,	2	6		✓
CEAR-08/D GSPS-08/A	Service Design and Innovation- Public and Social Change	2	6		✓
				62	**50**

Second year courses (PSPA PS3 – link PS2)

SSD	Denominazione Insegnamento	Sem	ECT S	Effettivi primo titolo	Effettivi secondo titolo
IIND-05/A	Logistics Management	1	10	✓	
IEGE-1/A	Design Thinking for Business	1	5	✓	✓
IEGE-1/A	Strategic Innovation	1	5	✓	
CEAR-08/D	Future Making	1	5	✓	✓
CEAR-08/D	System Design for Sustainability	1	6		✓
CEAR-08/D SDEA-01/A	Design & Research Methods	1	6		✓
IEGE-1/A	Agile Innovation	2	5	✓	✓
IIND-05/A IEGE-1/A	Digital Business	2	5	✓	
CEAR-08/D	Design Seminar	2	6		✓
CEAR-08/C CEAR-08/D	Product Service System Design Studio	2	12		✓
IEGE-1/A	Design and Corporate Economics	2	6		✓
				61	**35**

Third-year courses

SSD	Denominazione Insegnamento	Sem	ECTS	Effettivi primo titolo	Effettivi secondo titolo
CEAR-08/C	Professional Workshop	1	6		✓
CEAR-08/D	Branding and Communication	1	6		✓
--	Internship	1	10	✓	✓
--	Thesis	1	5	✓	✓
--	Thesis	2	10	✓	✓
IEGE-1/A CEAR-08/D	Business Design and Transformation Lab	2	10	✓	✓
				47	**35**

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Detailed description of the Study Plan for admission from Product Service System Design (PSPA)

First year courses (PSPA PS1 or PS2)

SSD	Denominazione Insegnamento	Sem	ECTS	Effettivi primo titolo	Effettivi second o titolo	
-	Teambuilding	1	3	✓	✓	
IEGE-01/A	Leadership & Innovation Strategy or Leadership & Strategie di innovazione)	1	6	✓		
CEAR-08/D SDEA-01/A	Design & Research Methods	1	6	✓		
CEAR-08/D GSPS-05/A	Innovation studio	1	12	✓		
CEAR-08/D INFO-01/A	UX-Design	1	6	✓		
IEGE-01/A	Leadership and Innovation *(inserito d'ufficio dopo la selezione)*	2	6	✓	✓	
IEGE-01/A	Leadership and Innovation (integration) *(inserito d'ufficio dopo la selezione)*	2	6		✓	
CEAR-08/D GSPS-08/A	Service Design and Innovation - Public and Social Change or Service Design and Innovation – Smart Service *	2	6	✓		
CEAR-08/D IINF-05/A	Data and Service Design	2	6	✓		
CEAR-08/C CEAR-08/D	Product service system design studio	2	12	✓		
				68	**63**	**14**

* students will be allocated according to a balancing criteria

Second year courses (PSPA PS3)

SSD	Denominazione Insegnamento	Sem	ECTS	Effettivi primo titolo	Effettivi secondo titolo
IEGE-01/A	Business & Industrial Economics	2	20 (scelta 2 su 3)		✓
IEGE-01/A	Strategy & Marketing	1			
IEGE-01/A	Accounting, Finance and Control	1			
IIND-05/A	Logistics Management	1-2	10 (a scelta)		✓
IIND-05/A	Operations Management	1-2			
IEGE-01/A	Design Thinking for Business	1	5		✓
IEGE-01/A	Strategic Innovation	1	5		✓
CEAR-08/D	Future Making	1	6	✓	✓
IIND-05/A	Supply Chain Innovation	2	5		✓
IEGE-01/A	Agile Innovation	2	5		✓
IIND-05/A	Digital Business	2	5		✓
CEAR-08/D	Design Seminar	2	6	✓	
				67	**12**

Third-year courses (PSPA PS3)

SSD	Denominazione Insegnamento	Sem	ECTS	Effettivi primo titolo	Effettivi secondo titolo
CEAR-08/D	Branding and Communication	1	6	✓	✓
--	Internship	1	15	✓	✓
--	Thesis	1	4	✓	✓
--	Thesis	2	10	✓	✓
IEGE-01/A CEAR-8/D	Business Design and Transformation Lab	2	10	✓	✓
				45	**45**