



DOMUS ACADEMY MILANO

IN COLLABORATION WITH



# MASTER'S IN BUSINESS DESIGN COMPETITION

SEPTEMBER 2020 INTAKE



## THE COMPANY

Coca-Cola HBC Italia is the main producer and distributor of The Coca-Cola Company brand products in Italy. Coca-Cola have more than 2,000 employees, operating in our headquarter in Milan and within the 3 soft drink production plants in Nogara (VR), Oricola (AQ) and Marcianise (CE).

Since 2006, when, together with The Coca-Cola Company, we entered the mineral water market by acquiring Fonti del Vulture in Basilicata, we have also a bottling plant in Rionero in Vulture (PZ).

Coca-Cola HBC Italia is one of the world's main bottlers of The Coca-Cola Company products, selling more than 2 billion unit cases per year.

Listed on the London and New York Stock Exchange, the Group operates employing more than 33,000 people, serving more than 2 million customers and about 594 million consumers, who can choose from a range of 136 carbonated and non-carbonated soft drinks and mineral waters brands.

## MASTER'S DESCRIPTION

In the Master's in Business Design programme, you will learn how to apply design culture and design thinking to a wide range of business models, from start-ups to established enterprises.

You will apply design-driven project management strategies as you practice drafting plans for business development, branding, marketing, and communication for a whole company as well as for specific product lines and new ventures.

## AUDIENCE

The competition is open to candidates who want to join the Domus Academy Master's in Business Design for September 2020 Intake.

The programme is addressed to candidates who have a first-level degree and/or professional experience in economics, management, humanities, or design. The Master's is also open to candidates with a background in other disciplines, if they are motivated by strong interest in the program's topics.

## REQUIRED MATERIALS

- Curriculum vitae
- Motivational letter
- Domus Academy Application form\*
- Bachelor's degree in Italian or English language
- Bachelor's transcripts in Italian or English
- Copy of passport
- IELTS test official score report

The candidates are asked to send their materials in one sole file in .PDF format.

\* *Application fee is waived for competition participants*

## PRIZES

- One scholarship covering 60% of the total tuition fee of the Master's programme
- One scholarship covering 50% of the total tuition fee of the Master's programme
- One scholarship covering 40% of the total tuition fee of the Master's programme
- Two special mentions covering 20% of the total tuition fee of the Master's programme

## DEADLINE

The works must be sent to Domus Academy by and no later than April 3rd, 2020.

Candidates will be informed about the results of the competition by e-mail on April 23rd, 2020.

## ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

**[competition.domusacademy.com](https://competition.domusacademy.com)**

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at:

**[competitions@domusacademy.it](mailto:competitions@domusacademy.it)**

## ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2019-2020.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- Materials sent to Domus Academy will not be returned.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.