



IN PARTNERSHIP WITH



DOMUS ACADEMY AND VIKING CRUISE ARE PROUD TO LAUNCH:

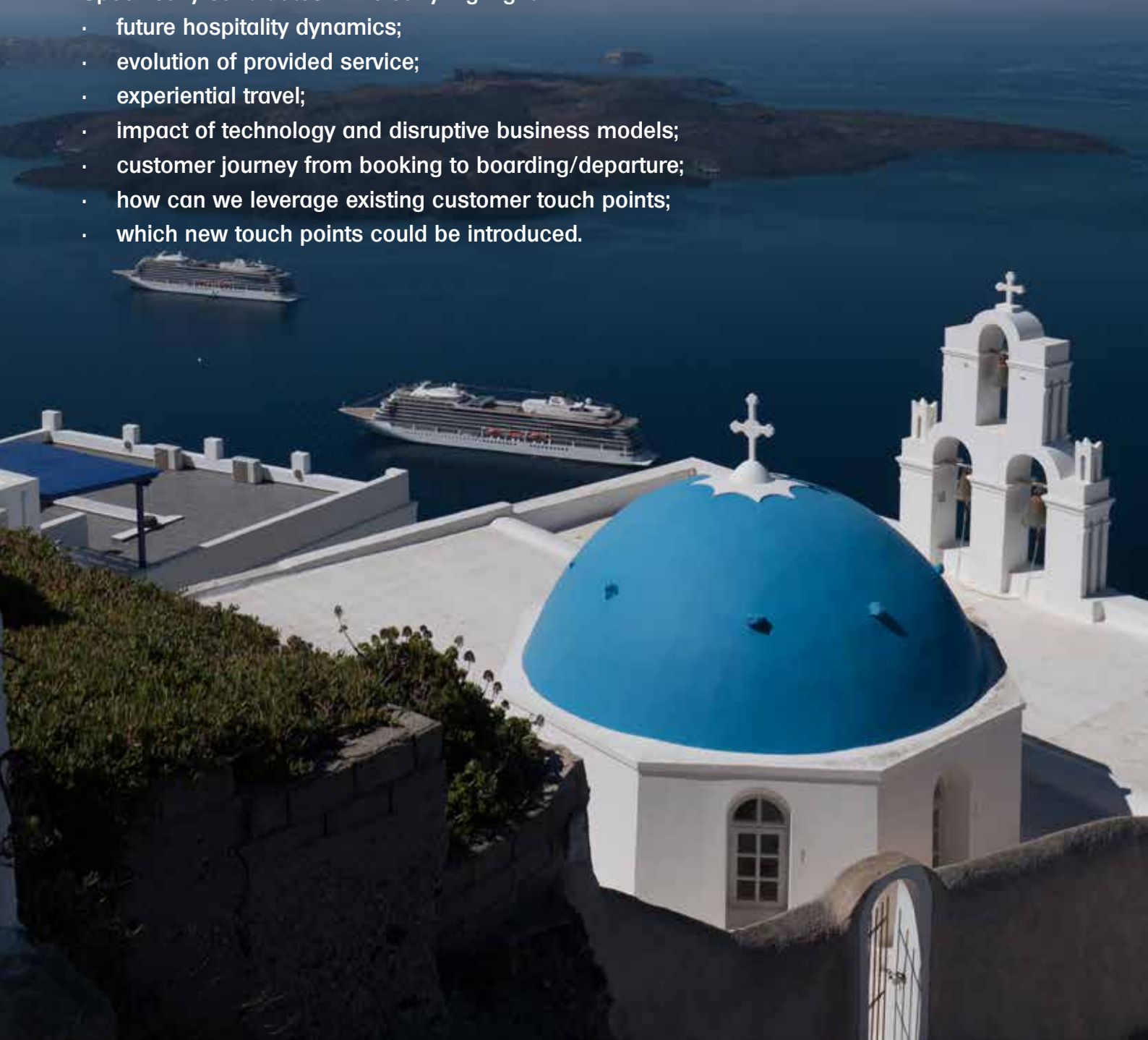
Envisioning the Future of Hospitality

MASTER IN BUSINESS DESIGN, SEPTEMBER 2018 INTAKE

Candidates are asked to envision the future of hospitality to discover how to help Viking Cruise's guests to explore the world in comfort at a reasonable price.

Specifically candidates will clearly highlight:

- future hospitality dynamics;
- evolution of provided service;
- experiential travel;
- impact of technology and disruptive business models;
- customer journey from booking to boarding/departure;
- how can we leverage existing customer touch points;
- which new touch points could be introduced.



AUDIENCE

The competition addresses fresh graduates and young professionals coming from design and creativity related faculties, economic and human sciences, who wish to learn how to combine creativity, business and entrepreneurial mindset through a multidisciplinary approach.

JURY

Projects will be evaluated and selected by the Faculty of the Master in Business Design and the Domus Academy admissions jury.

REQUIRED MATERIALS

- Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images);
- Detailed curriculum vitae
- Motivation statement
- Domus Academy Application Form*

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

Any further attached material will be considered a plus and will be evaluated by the jury.

* **Application fee is waived for competition participants**

PRIZES

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

Prizes will be calculated on the standard tuition fee amounting to Euro 28.600 (for non-EU passport holders-diploma fee is not included) and Euro 16.990 (for EU passport holders-diploma fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 6th 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2018**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Subject: **ENVISIONING THE FUTURE OF HOSPITALITY**

Paper works must be sent to:

Domus Academy

ENVISIONING THE FUTURE OF HOSPITALITY

Master Program in Business Design

Via Carlo Darwin, 20 - 20143 Milan, Italy

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

MASTER PROGRAM DESCRIPTION

The Master in Business Design program creates new connections between the worlds of business and design.

You will work on projects relating to the business of design - and the design of business.

Enlightening and interdisciplinary, the program focuses on how to apply design methodology, sensitivity, and culture to any business.

You will study design-driven company management as you learn to draft plans for business development, branding, marketing, and communication - for product lines, startups, and established businesses.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship 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 in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

