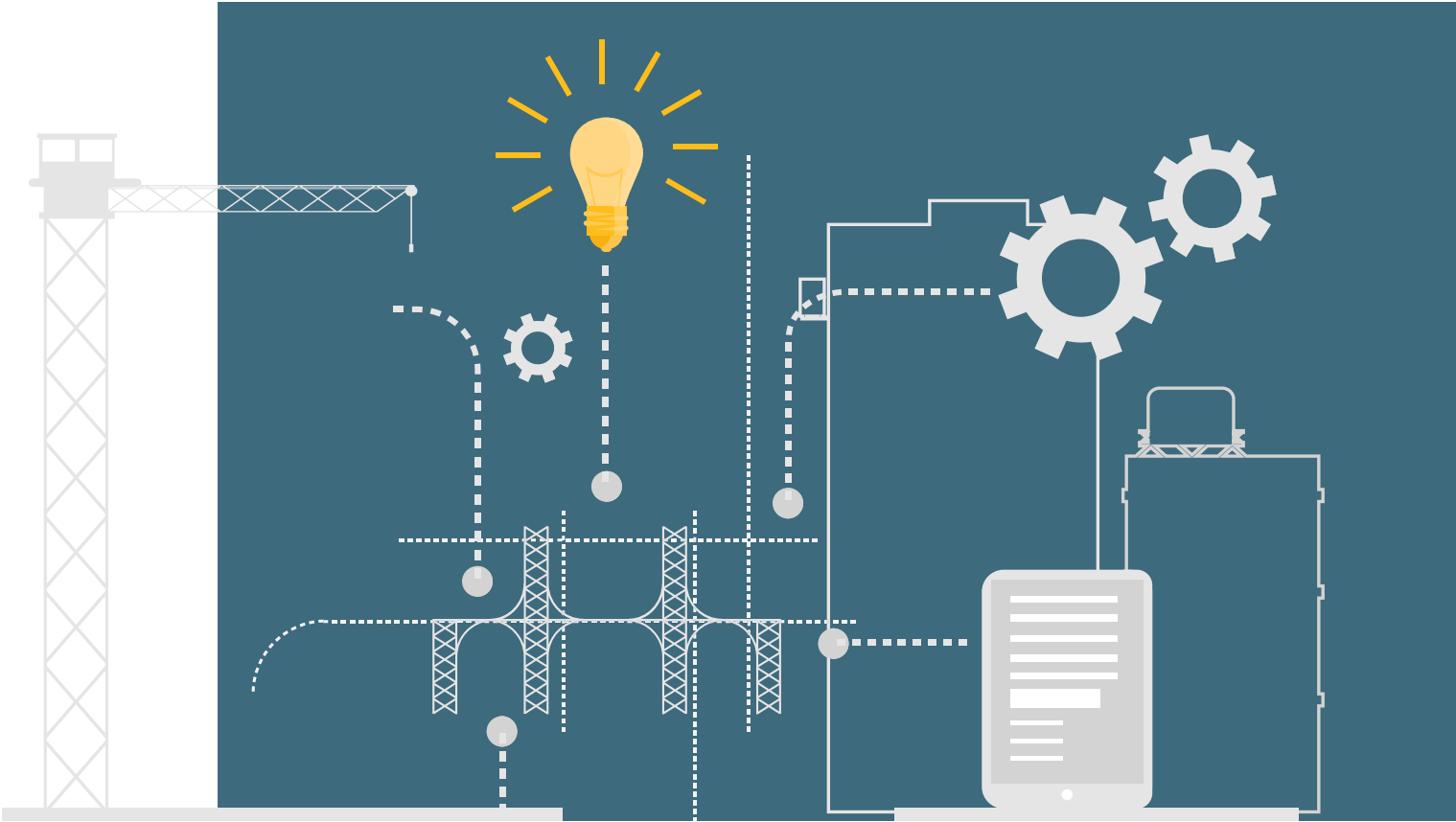భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

POLI.DESIGN
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POLI.design INTENSIVE COURSE

Integrated Product Service System Design (IPSS)

From Strategic Thinking To Practical Implementation

A collaborative program by **POLI.design** and the **Department of Design, IIT Hyderabad**, in partnership with **IICCI.**

Indian Institute of Technology Hyderabad (IITH)

Indian Institute of Technology Hyderabad (IITH) is one of India's top engineering schools, globally recognized for academic excellence, pioneering research, and innovation. Established in 2008, it offers flexible undergraduate, graduate, and doctoral programs in Engineering, Science, Design, and Liberal Arts, with opportunities for minors and dual degrees. IITH stands out for its cutting-edge research, industry partnerships, vibrant entrepreneurship ecosystem, and strong international collaborations. Students and faculty work at the forefront of emerging fields like AI, robotics, and sustainable technologies, making IITH a leading destination for world-class education and impactful innovation in India.

Department of Design at IIT Hyderabad

The Department of Design at IIT Hyderabad offers a dynamic and creative environment for learning, research, and practice in diverse areas of design. The curriculum bridges technology and society, focusing on cutting-edge fields such as Interaction Design, Product Systems, Collaborative Design, Sustainability, and Digital Heritage. With state-of-the-art labs, interdisciplinary faculty, and strong industry and global university collaborations—including a joint PhD with Swinburne University—a culture of innovation thrives here.

POLI.design

POLI.design is an international center for postgraduate education and a key player in the Politecnico di Milano Design System (1st in Italy, 1st in European Union and 6th in the world in the Arts & Design field according to the QS Ranking 2025).

Founded in 1999, it has been dedicated to developing and refining cross-industry educational programs through a project-based learning approach, leveraging polytechnic knowledge and research.

Specialized Masters, Executive Courses and customized services for organisations equip students and professionals with a design mindset to lead the transformation in a wide range of fields.

At the heart of the Italian and global design education network, POLI.design fosters strong connections between academia, institutions, and the business world.

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Programme Highlights

POLI.design – founded by Politecnico di Milano and the Design Department at IIT Hyderabad (IITH), in collaboration with the IICCI (Indo-Italian Chamber of Commerce and Industry), present the **Integrated Product Service System** (IPSS) Intensive Course—an international learning experience designed for emerging designers, innovators, and recent graduates eager to drive sustainable change in design, product management, and business innovation.

Program Overview

An online comprehensive program exploring the latest trends in design and service innovation, with a special focus on creating integrated product–service solutions that are sustainable, user-centered, and future-ready. Delivered through engaging live lectures, interactive discussions, case studies, and practical exercises, the course offers participants from diverse backgrounds the opportunity to discover innovative approaches, strategic tools, and fresh perspectives for addressing contemporary design challenges. The program combines academic insight with real-world applications, providing a flexible yet immersive learning experience that connects participants to a global network of peers and professionals, all from the convenience of an online environment.

Key Features

▸ Expert instruction from leading academics and design professionals at POLI.design and Design Department, IIT Hyderabad

▸ Real-world design challenges and project briefs for applied learning

▸ Personalized mentorship and feedback from experienced tutors

▸ Strategic, sustainable, and innovative approaches to design and business

Course Modules

Introduction to Design and Innovation (IITH & POLI. design faculty)

Strategic Thinking and Vision Creation

Service Design Innovation for Complex Products and Services

Spatial Design: Physical and Social Innovation

Business Innovation and Business Model Canvas

Modules alternate between POLI.design and Department of Design, IIT Hyderabad, maximizing diverse faculty expertise and global collaboration.

Learning Outcomes

- Master IPSS methodologies and sustainable design practices
- Develop strategic thinking and global leadership capabilities
- Apply skills to complex, real-world design and business challenges
- Engage in international collaboration with peers and esteemed faculty
- Cultivate creativity, empathy, and innovation for a rapidly evolving marketplace

This unique course blends the best of European and Indian design thinking—preparing graduates for impactful roles in global industries. Experience hands-on learning, expert mentorship, and interdisciplinary collaboration with POLI. design and the Design Department, IIT Hyderabad.

Certificate

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AWARDS TO:

Born on   /   /   —

A CERTIFICATE OF ATTENDANCE TO THE HIGHER EDUCATION COURSE

/   /   —

THE CEO OF POLI.DESIGN   COURSE COORDINATOR   COURSE COORDINATOR

On completion of at least 75% of the training, participants will be granted a Certificate of Attendance and an Open Badge by POLI.design –founded by Politecnico di Milano. The certificate levels –basic, silver, and gold –vary according to the number of hours of teaching activities fulfilled.

DEEPAK JOHN MATHEW, PhD
Professor

Research Interests: Digital Heritage Preservation, AR/VR, XR, Photography and Imaging, Design Education, Design Innovation, Autonomous Passenger Drones, Art and Design Education for School, AI and Art

Deepak John Mathew is involved in setting up the design Department at IIT Hyderabad. He has been instrumental in designing and developing the dual postgraduate programme in Photography Design. He also set up the Photography Design discipline and started an International Postgraduate Certificate Programme in Photography at the institute in collaboration with University for Creative Arts, Farnham, UK. Deepak has curated a number of exhibitions at NID, including those featuring the works of the famed photographers such as Henri Cartier–Bresson, Anne Maniglier, and Raghu Rai. He had five solo shows in the UK and India, exhibited his work at many international and national exhibitions and has authored several papers and a book titled "Principles of Design through Photography". He is a regular contributor and columnist to magazines like Indian Architecture and Builder and Better Photography.

PRASAD ONKAR, PhD
Associate Professor

Research Interests: Virtual Reality, Haptics, Interaction Design, Product Design, 3D Printing, Affect- Cognition Interaction and Design Innovation

Prasad Onkar completed his PhD in Computer-Aided Conceptual Design from Centre for Product Design and Manufacturing (CPDM), IISc Bangalore. He holds Master of Technology (M. Tech.) degree in Product Design and Manufacturing from Visvesvaraya Technological University, Belgaum, Karnataka, and Bachelor of Engineering (B. E.) degree in Mechanical Engineering from Karnatak University, Dharwad, Karnataka. Prior to joining IIT Hyderabad, he was Assistant Professor at Department of Design at IIT Guwahati. He was also a Visiting Researcher at Virtual Prototyping Lab in the Department of Mechanical Engineering at Politecnico di Milano, Milan, Italy. He is also the convener of Unnat Bharat Abhiyan (UBA) and member of Rural Development Centre of the Institute.

SEEMA KRISHNAKUMAR
Assistant Professor

Research Interests: Visual Storytelling, Data Visualisation, Information Design, Interaction Design, Interactive Narratives, Multimedia and Photography

Seema has more than a decade long experience as a visual communicator, documentary photographer and design faculty. She has worked for several government and non-governmental organisations as a designer. Earlier she worked with DJ Academy of Design, Kerala State Institute of Design and National Institute of Design. Currently she is pursuing her PhD at IDC, IIT Bombay. She holds a Masters in Communication Design from Pratt Institute, New York where she was also a Fulbright – Nehru fellow for the same.

SRIKAR AVR

Assistant Professor

Research Interests: Product Design, Furniture Design, System Design, Advanced Materials, Workplace Design and Ethnography, 3D Printing, Rapid Prototyping

Srikar is an Architect and an Industrial Designer by profession. He is an Product Design, PG alumnus of National Institute of Design. He also did another Masters in Strategic Design and Innovation from Politecnico di Milano, Italy. Srikar has led global consulting assignments with Iconic furniture manufacturing brands like Herman Miller and Steelcase. With 13 years of industry experience, he also worked in various capacities as a Design leader with brands like Kohler, DuPont, Godrej and Nokia in the areas of R&D, Design and Innovation, Advanced Materials in Design, CSRs, Sustainability, Analytics, Workplace Strategy. With his passion for research and teaching young minds; he travelled widely and been an active visiting faculty in leading design and architecture Institutes in India and abroad. He has been nominated as India design ambassador for Scandinavia (Norway and Sweden) representing Godrej for the company's efforts in the field of Healthcare design innovations. He is also a member of CoA, WDO, IADRA, CII etc.

SHIVA JI, PhD
Associate Professor & Head

Research Interests: Design for Sustainability, Sustainability, Assessment, LCA, New Age Products/Services, Virtual & Augmented Reality, Architectural Heritage Reconstruction

Shiva Ji is a practicing Architect, Associate Professor and HoD in Department of Design and Department of Climate Change at IIT Hyderabad. He has attained B.Arch, MDes, MBA and PhD in sustainability assessment methods in built environments from IIT Guwahati. He has over 13 years of cumulative experience in industry and academics. He has accomplished several projects in the field and has over 39 designs launched in the market. He is involved with many research projects using state of the art technology in domains of architecture and design. He is a member with several national and International organizations and has chaired various technical sessions and conferences.

Meet the Mentors
POLI.design, Milano

BEATRICE VILLARI
Scientific Director

**PhD in Design and Associate Professor,
Department of Design – Politecnico di Milano.**

Beatrice is a member of the Faculty of the School of Design where she teaches Service Design and design methodology. Beatrice is also the co-director of the Specializing Master in Service Design provided by POLI. design. She is one of the founders of RETHINK! Service Design Stories, the first Italian festival dedicated to Service Design. She is involved in several national and international researches focused on service innovation, service design, design for social innovation and design for policy and government. Within the Master in Design For Food, she stimulates students to reflect on the specificity of service design and the role of design in innovation and value creation in food services within the current social, economic and technological context.

BRYAN SABIN
Coordinator

Bryan is the Coordinator of the Specializing Master in Service Design of POLI.design, and Product and Service Designer, Researcher, and Course Assistant at Politecnico di Milano. He has a background in Integrated Product Design, MSc at PoliMi, and in Basics of Design for Better Innovation Services, Master Executive of POLI.design. Since 2016, he has been working as design consultant and applied researcher for different companies, both private and academic, such as Rotho Kunststoff AG, Innesti sagl, POLI.design and Fondazione Politecnico. Since 2018, he has been course assistant and tutor at bachelor and master degrees' courses in Industrial Product Design and Integrated Product Design at PoliMi.

CABIRIO CAUTELA

Cabirio is Full Professor at the Politecnico di Milano – Department of Design, where he teaches design management and strategic design for innovation.

He is Co-Director of the Master in Strategic Design and a member of the faculty of the MBA at the Politecnico di Milano Business School. His research interests and publications focus on the strategic role of design, design management, and the relationship between design and technology in entrepreneurial processes. In 2012, he was a visiting scholar at Stanford University (CDR), where he conducted research on the evolution of the relationship between design and business models in start-ups.

His recent articles have been published in Technovation, Design Issues, Design Management Review, International Journal of Entrepreneurship and Innovation Management, and International Entrepreneurship and Management Journal. He is also the CEO of POLI.design.

GIANLUCA CARELLA

PhD candidate with a background in Product Service System Design and Management Engineering.

Gianluca's research is focusing on how design can support companies in creating innovation,understanding how to overcome the barriers that companies may face in adoptingdesign thinking. At the same time, he is working on projects that deal with entrepreneurship, supporting start-ups in combining the design and the business binomial, and understanding the role of design insidetechnology start-ups. Actually, he is collaborating with the Department of Design of Politecnico diMilano where he is working as designer and researcher involved in European research projects(Horizon 2020, Interreg, Erasmus+). His main streams of research are Design Thinking, Strategic Design, Service Design, Design Management and Entrepreneurship. In the last years, Gianluca isteaching subjects related to his research activity both in the School of Design–Politecnico diMilano and in POLI.design.

DAVIDE FASSI

Davide is a full professor in Spatial and Product Service System Design at the Politecnico di Milano and Adjunct Professor at the Universidad de Navarra, Pamplona. Coordinator of the Polimi Desis Lab, a research laboratory on design for social innovation and sustainability, and member of the international coordination committee of the DESIS network. Rector's Delegate for Cultural Activities and Public Engagement.

Author of Temporary Urban Solutions (2012) and In the Neighbourhood (2017), his research focuses on the relationship between space and service, adopting a community-centred approach. He is the scientific coordinator of "Off Campus Nolo", a Polimi living lab in Milan.

He was awarded the XXV Compasso d'Oro in 2018 for the project "campUS – incubation and settings for social practices", the Ambrogino d'Oro in 2022, and the Seoul Design Award (third prize) in 2023 for Off Campus Nolo.

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Eligibility & Fee

Eligibility: Bachelor's degree in engineering, design, architecture, art or equivalent from a recognized university/Institute with an orientation to study Systems and services aspects of product.

*Candidates with relevant work experience in the given field maybe given priority.

FEES

Total fees for the certificate course:

Rs. 88,000/–
+ GST

Registration Steps

STEP 01

Interested participants can pay Administration fees **Rs. 8,000/–** + GST and reserve the seats and pay the full fees before **15th December, 2025.**

SCAN *or* CLICK QR CODE *for* PAYMENT PAGE

* As this is an international program, all the fees are not refundable.

STEP 02

Register now using the QR code.
Scan or click the QR code to access the registration page.

Shortlisted candidates will be announced on **1st December, 2025.**

Both the payment and registration forms are compulsory to fill.

- Interested candidates must first pay the full registration fee and then fill out the registration form.
- Please note that only submitting the form or paying the administrative fee does not confirm admission to the certificate programme.
- All applications will be reviewed by the shortlisting committee, and selected candidates will receive a confirmation email.

Seats are limited and will be allotted on a first-come, first-served basis.