

SDA BOCCONI SCHOOL OF MANAGEMENT**FULL-TIME MBA PROGRAM – WINTER/SPRING/FALL TERMS 2020**

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<u>Nomination deadlines:</u>	Winter term (Term 4-5): September 20, 2019 Spring term (Concentrations) December 6, 2019 Fall Term (Term 1-2-3): March 27, 2020
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Language requirements:**About the University and the School of Management**

Università Bocconi, founded in 1902, was the first Italian university to grant a degree in economics. For a century, Bocconi has played a leading role in Italy's social and economic modernization. It has remained true to its founding values of being a major research university, with democratic values and open to the world, as well as financially and politically independent. Università Bocconi believes that excellence can only be based on a person's academic profile as well as on his or her values and cultural and ethical background. This is why the University offers numerous activities, special occasions for people to enrich their knowledge.

Since 1971, SDA Bocconi School of Management has been engaged in the training of executives with an international approach. The vision of empowering talent to meet the future is present throughout the School's offerings, from executive and custom programs to MBA and Masters. The goal is the development of individuals, companies, institutions and economic systems through the creation of value and knowledge.

Program strengths

Small and Smart: Intensive classroom activity, **small classes** (40-45 participants in each class); strong student interaction; **cross cultural exchange**. The program demands a heavy investment in relationships and a commitment to cooperation and team-oriented work. This environment results in **bonds** built with classmates and faculty.

International Class: Over **70%** of SDA Bocconi MBA students come from **30+ different countries**.

Location: Studying and living in Milano means the best mix of culture, leisure, people and places. Milano will be your campus - a city at the **center of European and Italian business, finance and industry** with a great potential for contacts and careers.

You will discover its **historical monuments** and its landmarks, its **financial and fashion districts**, its renowned football clubs and its taste for **food and wine**, all in your everyday life.

Having long been the center where you can find the finest Italy has to offer in food & beverage and related industries, the hub of **fashion, creativity, design and culture**, Milano is the ideal campus to discover **Italian Excellence**, allowing SDA Bocconi to bring together business and innovation with the unparalleled wealth of the Italian cultural heritage. You will experience the joy of skiing in the Alps, swimming in the Mediterranean Sea or sightseeing in Venice, Rome or other major European capitals, all less than 3 hours from the School.

A campus in the heart of Milano, the financial and economic capital of Italy, in the middle of Europe.

Class Profile

Average age: 29; average work experience: 5.5; over 70% international students

Career Service

Depending on the term, exchange students will have access to some activities offered by the career service during their stay. A CS consultant is always available for exchange students

Teaching language

English

Housing

An external consultant supports students in finding accommodation. No on-campus housing.

Estimated cost of monthly living expenses

housing	€ 600 - 900
meals	€ 450
transport	€ 100
other expenses	€ 350
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total	€1,500 – 1,800

2020 Term Dates (TENTATIVE)

Winter Term (terms 4, 5)	January 9 – March 13
Spring Term (concentrations)	March 16 – May 29
Fall (Term 1, 2, 3)	September 7 – December 18

Each Term is divided into smaller terms (see tables below). Exchange Students can take single terms, but we recommend taking full terms for a better exchange experience

A dedicated beginner **Italian language course** is offered throughout the whole duration of the exchange period (full terms only) for a total of 3 hours per week.

Minimum number of students required to start the course.

Upon the student's request the course can be graded for credit.

Course Offer (TENTATIVE)

WINTER

<i>Winter - Term 4 (Jan. 9 – Feb. 7)</i>	<i>Contact hours</i>
MANAGING CORPORATE GROWTH	12
OPERATIONS STRATEGY	18
MACRO SCENARIOS	12
MANAGING PEOPLE IN ORGANIZATIONS	18
CORPORATE FINANCE	18
ETHICS IN MANAGEMENT	6

<i>Winter – Term 5 Feb. 10 – March 13</i>	<i>Contact hours</i>
PERSPECTIVES ON EMERGING MARKETS	9
SUPPLY CHAIN MANAGEMENT	18
ORGANIZATIONAL DESIGN IN THE INFORMATION AGE	12
PERFORMANCE MANAGEMENT & CONTROL	18
CORPORATE VALUATION	12
TECHNOLOGY AND INNOVATION MANAGEMENT	12
CORPORATE GOVERNANCE	12

SPRING – CONCENTRATIONS

(Courses to be picked from same concentration in each block)

Block 1: March 16 – April 9

<i>Finance and Financial Institutions</i>	<i>Contact hours</i>
STRUCTURED AND PROJECT FINANCE	15
REAL ESTATE INVESTMENT	15
MERGERS & ACQUISITIONS	15
DERIVATIVES & HEDGING	15
INVESTMENT BANKS: MASTERING DEAL EXECUTION	15
STRUCTURED AND PROJECT FINANCE	15
REAL ESTATE INVESTMENT	15

<i>Innovation, Product Development, Execution</i>	<i>Contact hours</i>
STRATEGY EXECUTION	15
MAKING INNOVATION HAPPEN: SCENARIOS, PEOPLE, PRACTICES	18
IDEATING AND LAUNCHING NEW PRODUCTS	15
DIGITAL ENABLED BUSINESS TRANSFORMATION	12
INNOVATING IN THE GLOBAL LANDSCAPE	15

<i>Luxury Business Management 1</i>	<i>Contact hours</i>
STRATEGIC MINDSET IN LUXURY BUSINESS	15
CREATIVITY and MANAGEMENT	15
IDEATING AND LAUNCHING INNOVATION	15
CRM & DIGITAL MARKETING AND STRATEGY	15
DEVELOPING AND MANAGING LUXURY RETAIL	15

Block 2: April 20 – May 29

<i>Private Equity, Entrepreneurship and Renewal</i>	<i>Contact hours</i>
CHANGE AND RENEWAL STRATEGIES	15
CORPORATE ENTREPRENEURSHIP	12
PRIVATE EQUITY	15
ENTREPRENEURIAL FINANCE	15
LONG TERM INVESTMENT	12
MANAGING ALLIANCES	15

<i>Customer Marketing and Social Media</i>	<i>Contact hours</i>
PRICING	15
BRAND MANAGEMENT	15
RETAIL AND CHANNEL MANAGEMENT	15
NON-MARKET STRATEGIES	15
DIGITAL STRATEGY	15

<i>Luxury Business Management 2</i>	<i>Contact hours</i>
MERCHANDISING & PRICING	15
SUPPLY CHAIN AND DISTRIBUTION	15
ORCHESTRATING A GLOBAL LUXURY BRAND	15

FALL

<i>Fall - Term 1 (Sep. 7 – Oct. 2)</i>	<i>Contact hours</i>
FUNDAMENTALS OF MICROECONOMICS	6
FUNDAMENTALS OF ACCOUNTING	6
FINANCIAL PLANNING AND BUDGETING	12
COMPETITIVE STRATEGY	18
BUSINESS ANALYTICS	18
FINANCIAL REPORTING AND ANALYSIS	18

<i>Fall – Term 2 (Oct. 5 – Nov. 6)</i>	<i>Contact hours</i>
UNDERSTANDING INVESTMENT	18
MANAGERIAL ECONOMICS	18
MARKETING MANAGEMENT	18
ORGANIZATIONAL BEHAVIOUR	18
DECISIONS & UNCERTAINTY	12

<i>Fall – Term 3 (Nov. 9 – Dec. 18)</i>	<i>Contact hours</i>
BANKING AND CAPITAL MARKETS	18
MACROECONOMICS	18
COST MANAGEMENT AND PROFITABILITY ANALYSIS	18
CREATING AND COMMUNICATING VALUE	6
FROM COMPETITIVE TO CORPORATE STRATEGY	12
PREDICTIVE ANALYTICS FOR BUSINESS DECISIONS	18
BEHAVIOURAL FINANCE	6