

SDA BOCCONI SCHOOL OF MANAGEMENT**FULL-TIME MBA PROGRAM – Fall 2020 + Winter/Spring 2021**

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<u>Nomination deadlines:</u>	Fall Term (Tracks 1 – 2): March 27, 2020 Winter Term (Terms 4, 5) September 7, 2020 Spring Term (Concentrations): December 10, 2020
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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

An **"AAA MBA"** that aims to forge global leaders with an **Aspiration** to change and an **Ambition** to excel, while being **Aware** that leadership also requires **social responsibility**.

Intensive classroom activity, **small classes** (40-45 participants in each class); strong student interaction; **cross cultural exchange**.

International Class: Over **70%** of SDA Bocconi MBA students come from **30+ different countries** and **33%** are **women**

Location: Studying in the heart of 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. Milano and SDA are the center of **Italian Excellence** and from Milano you can easily reach the most beautiful natural and artistic locations in Italy.

Want a **taste**? Click [here!](#)

The New Campus: the Campus is an urban space is an **avant-garde architecture** from the Japanese Kazuyo Sejima + Ryue Nishizawa and their studio SANAA. One tower, four buildings, a sports center, and a large park. A **Nearly Zero Energy Building**, an example of urban settlement with **high environmental sustainability**. All buildings are designed to ensure ideal penetration of sunlight and to optimize natural ventilation, minimizing the use of artificial lighting and reducing energy consumption. Furthermore, there is also a system to collect and reuse rainwater.

Class Profile	Average age: 29; average work experience: 5.5; over 70% international students, 33% women
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

Fall 2020 + Winter/Spring 2021 Term Dates (TENTATIVE)

Fall: Track 1 (Terms 1 – 3)	7 Sep. – Dec. 18
Fall: Track 2	5 Oct. – Nov. 20
Winter (Terms 4-5)	11 Jan. – Mar. 18
Spring (Concentrations)	Mar. 19 – May 27

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)

FALL 2020 Track 1

<i>Fall - Term 1 (Sep. 7 – Oct. 9)</i>	<i>Contact hours</i>
FUNDAMENTALS OF ACCOUNTING	6
FINANCIAL REPORTING AND ANALYSIS	18
COMPETITIVE STRATEGY	18
MICROECONOMICS FOR MANAGERS	12
BUSINESS ANALYTICS	18

<i>Fall – Term 2 (Oct. 12 – Nov. 11)</i>	<i>Contact hours</i>
FINANCIAL PLANNING AND BUDGETING	12
UNDERSTANDING INVESTMENTS	18
STRATEGIC ECONOMIC ANALYSIS	12
PREDICTIVE ANALYTICS OF BIG DATA	12
MARKETING MANAGEMENT	18
ORGANIZATIONAL BEHAVIOUR	18

<i>Fall – Term 3 (Nov. 12 – Dec. 18)</i>	<i>Contact hours</i>
BANKING AND CAPITAL MARKETS	18
MACROECONOMICS FOR MANAGERS	18
COST MANAGEMENT AND PROFITABILITY ANALYSIS	18
MARKETING ANALYTICS	12
CORPORATE STRATEGY	12

Track 2 (Subject to change)

<i>Fall – Term 2 (Oct. 5 – Nov. 20)</i>	<i>Contact hours</i>
PROJECT MANAGEMENT	12
BUSINESS GAME Growth Strat	18
BUSINESS GAME Rialto	30
TELECOM CASE	31,5
SUSTAINABLE REGULATION	6
CORPORATE CITIZENSHIP	6
How to “Marie Kondo” your personal finances	6
Arts Driven Business	6
Sharing Economy	6
The Transformational Impact of Big Data	6

WINTER 2021

<i>Winter - Term 4 (Jan. 11 – Feb. 12)</i>	<i>Contact hours</i>
DECISIONS & UNCERTAINTY	12
OPERATIONS STRATEGY	18
CORPORATE SUSTAINABILITY	18
MANAGING PEOPLE IN ORGANIZATIONS	18
MACROECONOMICS IN ACTION	12

<i>Winter – Term 5 Feb. 15 – March 18</i>	<i>Contact hours</i>
SUPPLY CHAIN MANAGEMENT	18
ORGANIZATIONAL DESIGN IN THE INFORMATION AGE	12
PERFORMANCE MANAGEMENT AND CONTROL	18
CORPORATE VALUATION	18
TECHNOLOGY AND INNOVATION MANAGEMENT	12

SPRING 2021 – CONCENTRATIONS

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

Block 1: March 19 – April 26

<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

<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</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 27 – May 27

<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
MANAGING ALLIANCES (TBD)	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</i>	<i>Contact hours</i>
MERCHANDISING & PRICING	15
SUPPLY CHAIN AND DISTRIBUTION	15
ORCHESTRATING A GLOBAL LUXURY BRAND	5