

SDA BOCCONI SCHOOL OF MANAGEMENT

FULL-TIME MBA PROGRAM – Fall 2021 + Winter/Spring 2022

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<u>Nomination deadlines:</u>	Fall Term (Tracks 1 – 2): April 2, 2021 Winter Term (Terms 4, 5) September 3, 2021 Spring Term (Concentrations): December 10, 2021
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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: SDA Bocconi MBA students come from **30 different countries** and **34%** 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; 30 different countries, 34% 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. Students get access to our Career Platform and company presentations.

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
total	€1,500 – 1,800

Fall 2021 + Winter/Spring 2022 Term Dates **(TENTATIVE)**

Orientation Week (optional):	6 – 10 Sep.
Fall: Track 1 (Terms 1 – 3)	13 Sep. – Dec. 22
Fall: Track 2	4 Oct. – Nov. 19
Winter (Terms 4-5)	10 Jan. – Mar. 18
Spring (Concentrations)	Mar. 21 – 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 2021 Track 1

<i>Fall - Term 1 (Sep. 13 – mid-Oct.)</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 (mid Oct. – mid. Nov.)</i>	<i>Contact hours</i>
FINANCIAL PLANNING AND BUDGETING	12
UNDERSTANDING INVESTMENTS	18
STRATEGIC ECONOMIC ANALYSIS	12
MARKETING MANAGEMENT	12
ORGANIZATIONAL BEHAVIOUR	18

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

Track 2

<i>Fall – Term 2 (Oct. – Nov.)</i>	<i>Contact hours</i>
PROJECT MANAGEMENT	12
NEGOTIATION	15
BUSINESS GAME Growth Strat	18
BUSINESS GAME Rialto	30
TELECOM CASE	30
CORPORATE CITIZENSHIP	6
HOW TO MARIE KONDO YOUR PERSONAL FINANCES	12
ARTS DRIVEN BUSINESS	6
SHARING ECONOMY	6
THE TRANSFORMATION IMPACT OF BIG DATA	6

WINTER 2022

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

<i>Winter – Term 5 Mid-Feb. – mid-March</i>	<i>Contact hours</i>
SUPPLY CHAIN MANAGEMENT	18
PERFORMANCE MANAGEMENT AND CONTROL	18
CORPORATE VALUATION	18
TECHNOLOGY AND INNOVATION MANAGEMENT	12

SPRING 2022 – CONCENTRATIONS

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

Block 1: mid-Mar. – mid-Apr.

<i>Luxury Business Management 1</i>	<i>Contact hours</i>
STRATEGIC MINDSET IN LUXURY BUSINESS	15
CREATIVITY & MANAGEMENT	15
IDEATING & LAUNCHING INNOVATION	15
DEVELOPING & MANAGING LUXURY RETAIL	15
CRM & DIGITAL MARKETING STRATEGY	15
CAPSTONE PROJECT (requires attendance of both blocks)	

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

<i>Innovation, Product Development, Execution</i>	<i>Contact hours</i>
STRATEGY EXECUTION	15
CHANGE AND RENEWAL STRATEGIES	15
IDEATING AND LAUNCHING NEW PRODUCTS	15
DIGITAL ENABLED BUSINESS TRANSFORMATION	12
INNOVATING IN THE GLOBAL LANDSCAPE	15

Block 2: mid-Apr.-May

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

<i>Private Equity, Entrepreneurship and Renewal</i>	<i>Contact hours</i>
CORPORATE GOVERNANCE AND FAMILY BUSINESS	15
CORPORATE ENTREPRENEURSHIP	15
PRIVATE EQUITY	15
ENTREPRENEURIAL FINANCE	15
MANAGING ALLIANCES	15

<i>Customer Marketing and Social Media</i>	<i>Contact hours</i>
PRICING	15
BRAND MANAGEMENT	15
SOCIAL MEDIA MARKETING	15
CONSUMER BEHAVIOUR	15
DIGITAL STRATEGY	15