

FULL TIME MBA PROGRAM Fall 2023 + Winter/Spring 2024

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 over 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.

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.

ADDRESS

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Further information at: www.sdabocconi.it/ftmba



Program strengths

An intense, **international MBA** in the heart of Milano, the hub of Italy's culture and innovation, and at SDA Bocconi, one of the highest-ranked schools of management in the world and a trailblazer in European business education.

A program which **goes beyond conventional managerial knowledge**, and connects students with **top-notch, inspirational leaders and iconic brands**: from Google to Starbucks, from Prada to Illy. A program which offers students new perspective and ample opportunities through a bunch of activities like Leadership Series and Extra-curricular and Club Activities.

This is what your MBA is going to be like.

International Class: SDA Bocconi MBA students come from 30+ different countries and 35% are women.

Class Profile

Average age: 29; average work experience: 5.5; 30+ nationalities, 35% women

Career Development Center

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

	FALL 2023 (2 tracks)	WINTER	SPRING
Nomination by partners	April 28, 2023	September 15, 2023	December 6, 2023
Orientation Week	11 th September 2023 tbc	Early January	End March/early April

NOMINATION AND APPLICATION PROCEDURE

Students must be nominated online by their home university. Bocconi will contact partner institutions by providing a personalized nomination link.

Living costs

Housing: between 500€ (shared bedroom in private apartments) and 1.200€ (entire flat) per month
An external consultant supports students in finding accommodation. No on-campus housing.

Food:

- Italian breakfast: 2-3€ (espresso, coffee or cappuccino + croissant)
- one main course at the university canteen: approx. 5€
- lunch at cafes: 10€
- pizza dinner: 15-30€
- dinner at a restaurant: 30-50€

Transportation: the youth monthly pass costs 22€ for students up to 27 years of age and 39€ for students older than 27

Italian Language Course

A dedicated beginner Italian language course is offered throughout the whole duration of the exchange period (full tracks 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

Each Term is divided into smaller terms. Exchange Students can take single terms. Exchange students are required to take at least one course per term, the rest of the selection depends on their home institution requirements.

Workload must be approved by home Institution.

Track AY 2022-2023

Fall 2023 (mid Sept. – October)	Contact hours	CFU Credits
PROJECT MANAGEMENT	8	1
NEGOTIATION	8	1
ORGANISING PLATFORMS ***	8	1
NON-MARKET STRATEGIES ***	8	1
PERSONAL FINANCE: MANAGING YOUR WEALTH ***	8	1
ARTS DRIVEN BUSINESS ***	8	1
SHARING ECONOMY ***	8	1
THE TRANSFORMATIONAL IMPACT OF BIG DATA ***	8	1

***** This course will be activated only if a minimum number of participants is enrolled.**

From mid-September Business Projects will be opened to incoming exchange students: the business projects are provided by leading business organizations.

Track AY 2023-2024

FALL 2023 Term 1: September – October Term 2: November - December	Contact hours	Credits	Term
CHANGING SCENARIOS	16	2	1
FUNDAMENTALS OF ACCOUNTING & FINANCIAL REPORTING	24	3	1
COMPETITIVE STRATEGY	24	3	1
BUSINESS ANALYTICS	24	3	1
FINANCIAL PLANNING AND BUDGETING	16	2	1
MANAGERIAL ECONOMICS	24	3	1
ORGANIZATIONAL BEHAVIOUR	24	3	1
UNDERSTANDING INVESTMENTS	24	3	2
BANKS AND CAPITAL MARKETS	24	3	2
TECHNOLOGY AND INNOVATION STRATEGY	24	3	2
BUSINESS MACROECONOMICS	16	2	2
CORPORATE STRATEGY	24	3	2
MARKETING MANAGEMENT	24	3	2
NEGOTIATION	16	2	2

WINTER 2024 Term 3: January – February Term 4: March - April	Contact hours	Credits	Term
COST MANAGEMENT AND PROFITABILITY ANALYSIS	24	3	3
CORPORATE SUSTAINABILITY	24	3	3
OPERATIONS STRATEGY	24	3	3
MARKETING ANALYTICS	16	2	3
INTERNATIONAL STRATEGY	16	2	3
MANAGING PEOPLE AND ORGANIZATION	24	3	3
DIGITAL STRATEGY	16	2	4
SUPPLY CHAIN MANAGEMENT	24	3	4
PERFORMANCE MANAGEMENT AND CONTROL	24	3	4
CORPORATE EVALUATION AND ESG	24	3	4
DIVERSITY, EQUITY & INCLUSION	16	2	4
TECHNOLOGY AND INNOVATION MANAGEMENT	16	2	4
BUSINESS GAME	24	3	4

**SPRING 2024 – April/May
CONCENTRATIONS**

Students can choose 1 concentration (8 credits each) + 3 electives in the portfolio below (2 credits each)

FINANCE AND FINANCIAL INSTITUTIONS Block 1	Contact hours	Credits
MERGERS & ACQUISITIONS	20	2
INVESTMENT BANKS: MASTERING DEAL EXECUTION	20	2
REAL ESTATE INVESTMENT	20	2
STRUCTURED & PROJECT FINANCE	20	2

ENTREPRENEURSHIP AND INNOVATION Block 2	Contact hours	Credits
CHANGE MANAGEMENT	20	2
GROWING FAST IN A DIGITAL ENVIRONMENT: PRACTICAL APPROACHES TO AVOID FAILURE	20	2
DIGITAL ENABLED BUSINESS TRANSFORMATION	20	2
PATH TO ENTREPRENEURSHIP	20	2

CUSTOMER EXPERIENCE MANAGEMENT Block 3	Contact hours	Credits
BRAND MANAGEMENT	20	2
SOCIAL MEDIA MARKETING	20	2
SALES MANAGEMENT	20	2
MARKETING COMMUNICATION	20	2

Students who chose the LBM concentration (10 credits) can also choose 2 electives in the portfolio below (2 credits each)

LUXURY BUSINESS MANAGEMENT Block 4	Contact hours	Credits
LUXURY RETAIL MANAGEMENT	20	2
INNOVATION STRATEGIES FOR LUXURY BRANDS	20	2
OMNICHANNEL MERCHANDISING IN LUXURY	20	2
SUSTAINABLE SUPPLY CHAIN FOR LUXURY COMPANIES	20	2
LUXURY BRAND CAPSTONE PROJECT	20	2

CONCENTRATIONS – Portfolio of elective courses

	Contact hours	Credits
DESIGN THINKING WORKSHOP	16	2
MANAGING CRM IN A LUXURY OMNICHANNEL ENVIRONMENT	16	2
ENRICHING BRAND VALUE IN A VIRTUAL ENVIRONMENT	16	2
CORPORATE RISK MANAGEMENT	16	2
PRIVATE EQUITY	16	2
GROWING THE ENTREPRENEURIAL VENTURE	16	2
STRATEGIC LEADERSHIP IN MANAGEMENT NETWORKS	16	2
CUSTOMER JOURNEY AND CUSTOMER EXPERIENCE MANAGEMENT	16	2
INNOVATION BOOTCAMP	16	2
MANAGING ALLIANCES	16	2
CORPORATE GOVERNANCE AND FAMILY BUSINESS	16	2

PRACTICAL INFORMATION

For more information about VISA you check check <http://vistoperitalia.esteri.it/home/en>

Remember that VISA process might take a long time: we recommend starting working on your VISA. You can start request your VISA 90 days prior the start of your exchange.

Permit of stay: non-EU students are required to apply for the Permit of Stay within 8 working days from their arrival in Italy only if they have a VISA longer than 90 days.

Health & security

SDA Bocconi does not require incoming exchange students to have health insurance to complete enrollment in the exchange program.

> **Non-EU students** must have health insurance with international validity to be issued the study visa and the permit of stay

> **EU students** are required to have the European Health Insurance Card or a similar private insurance policy with international validity to benefit from health services

