

**SDA BOCCONI SCHOOL OF MANAGEMENT**

**FULL-TIME MBA PROGRAM – Fall 2022 + Winter/Spring 2023**

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<b><u>Nomination deadlines:</u></b>	Fall Term (Tracks 1 – 2): April 30, 2022 Winter Term (Terms 4, 5) September 16, 2022 Spring Term (Concentrations): December 9, 2022
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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 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.

## 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+ nationalities, 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
<hr/> total	<hr/> €1,500 – 1,800

**Fall 2022 + Winter/Spring 2023 Term Dates (TENTATIVE)**

<b>Orientation Week (optional):</b>	12 – 16 Sep.
<b>Fall: Track 1 (Terms 1 – 3)</b>	19 Sep. – Dec. 19
<b>Fall: Track 2</b>	3 Oct. – Nov. 18
<b>Winter (Terms 4-5)</b>	9 Jan. – early March
<b>Spring (Concentrations)</b>	March – end of May

Each Term is divided into smaller terms (see tables below). 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.

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)**

**FALL 2022  
Track 1**

<i>Fall - Term 1 (mid Sept. – mid-Oct.)</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
FUNDAMENTALS OF ACCOUNTING & FINANCIAL REPORTING	32	4
COMPETITIVE STRATEGY	24	3
BUSINESS ANALYTICS	24	3
INTRODUCTION TO GLOBAL SCENARIOS	16	2

<i>Fall – Term 2 (mid Oct. – mid. Nov.)</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
FINANCIAL PLANNING AND BUDGETING	16	2
UNDERSTANDING INVESTMENTS	24	3
MANAGERIAL ECONOMICS	24	3
CORPORATE ENTREPRENEURSHIP	24	3
ORGANIZATIONAL BEHAVIOUR	24	3

<i>Fall – Term 3 (mid-Nov. – Dec.)</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
BANKS AND CAPITAL MARKETS	24	3
COST MANAGEMENT AND PROFITABILITY ANALYSIS	24	3
MARKETING MANAGEMENT	16	2
CORPORATE SUSTAINABILITY	24	3
CORPORATE STRATEGY	24	3

**Track 2 (No ECTS)**

<i>Fall – Term 2 (Oct. – Nov.)</i>	<i>Contact hours</i>
PROJECT MANAGEMENT	12
NEGOTIATION	15
BUSINESS GAME Rialto	24
ORGANISING PLATFORMS	12
NON-MARKET STRATEGIES	9
PERSONAL FINANCE: MANAGING YOUR WEALTH	12
ARTS DRIVEN BUSINESS	6
SHARING ECONOMY	6
THE TRANSFORMATIONAL IMPACT OF BIG DATA	6

**WINTER 2023**

<i>Winter - Term 4 (January)</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
DECISIONS & UNCERTAINTY	16	2
OPERATIONS STRATEGY	24	3
MARKETING ANALYTICS	24	3
MANAGING PEOPLE IN ORGANIZATIONS	24	3
MACROECONOMICS IN ACTIONS	24	3

<i>Winter – Term 5 (February)</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
SUPPLY CHAIN MANAGEMENT	24	3
PERFORMANCE MANAGEMENT AND CONTROL	24	3
CORPORATE VALUATION AND ESG	24	3
TECHNOLOGY AND INNOVATION MANAGEMENT	24	3
BUSINESS GAME	32	4

**SPRING 2023 – CONCENTRATIONS**

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

**Block 1: Mar. – mid-Apr.**

<i>Luxury Business Management 1</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
CREATIVITY & MANAGEMENT	20	2
IDEATING & LAUNCHING INNOVATION	20	2
DEVELOPING & MANAGING LUXURY RETAIL	20	2
CRM & DIGITAL MARKETING STRATEGY	20	2
MARCHANDISING & PRICING	20	2

<i>Finance and Financial Institutions</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
STRUCTURED AND PROJECT FINANCE	20	2
REAL ESTATE INVESTMENT	20	2
MERGERS & ACQUISITIONS	20	2
CORPORATE RISK MANAGEMENT	20	2
INVESTMENT BANKS: MASTERING DEAL EXECUTION	20	2

<i>Innovation, Product Development, Execution</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
STRATEGY EXECUTION	20	2
CHANGE AND RENEWAL STRATEGIES	20	2
IDEATING AND LAUNCHING NEW PRODUCTS	20	2
DIGITAL ENABLED BUSINESS TRANSFORMATION	20	2
INNOVATING IN THE GLOBAL LANDSCAPE	20	2

**Block 2: mid-Apr.-May**

<i>Luxury Business Management 2</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
ORCHESTRATING A GLOBAL LUXURY BRAND	20	2
SUPPLY CHAIN & DISTRIBUTION	20	2
RETHINKING LUXURY: THE ROLE OF TRACEABILITY AND TRANSPARENCY TO ACCELERATE SUSTAINABILITY AND CIRCULARITY	20	2
STRATEGIC APPROACH TO DIGITAL TRANSFORMATION IN LUXURY BUSINESS	20	2
BRAND CAPSTONE PROJECT	20	2

<i>Private Equity, Entrepreneurship and Renewal</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
CORPORATE GOVERNANCE AND FAMILY BUSINESS	20	2
PATH TO ENTREPRENEURSHIP	20	2
PRIVATE EQUITY	20	2
GROWING THE ENTREPRENEURIAL VENTURE	20	2
MANAGING ALLIANCES	20	2

<i>Customer Marketing</i>	<i>Contact hours</i>	<i>ECTS Credits</i>
PRICING	20	2
BRAND MANAGEMENT	20	2
SOCIAL MEDIA MARKETING	20	2
CONSUMER BEHAVIOUR	20	2
DIGITAL STRATEGY	20	2