

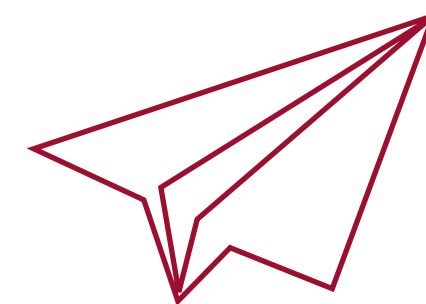
SDA Bocconi
SCHOOL OF MANAGEMENT



FULL-TIME
MBA

1 YEAR
2021 • 2022

**FOR PEOPLE
WHO JUST WON'T STOP**



[SDABOCCONI.IT/FTMBA](https://sdabocconi.it/ftmba)

MILANO • ITALY

**ITALY AND MILAN
HAPPEN TO BE GREAT PLACES
WHERE TO SET AND REACH
YOUR PERSONAL GOALS.**



**Your SDA Bocconi MBA
will be a challenging
life experience
in a rich and diverse community.
You will grow your talent
in a downtown urban campus,
the best location to empower
your present and future self.**

GIUSEPPE SODA • Dean,
SDA Bocconi School of Management

SDA BOCCONI, MILANO: ITALIAN TRADITION, GLOBAL REPUTATION, A WAY OF LIFE.

THE NEW BOCCONI CAMPUS

The school is located in the heart of Milano, in a groundbreaking, super-technological and highly-sustainable new Campus, designed by Kazuyo Sejima and Ryue Nishizawa of the international architectural firm SANAA.

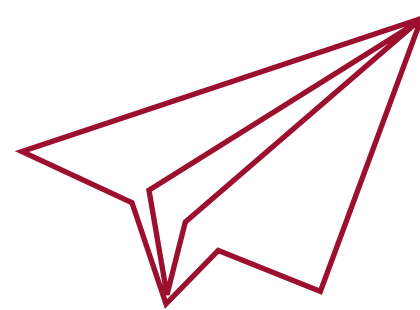
The area includes a residence, the new SDA Bocconi headquarters, a park and multi-purpose center open to the city and featuring an Olympic swimming pool. MBA students will have access to these facilities, as the School fosters personal well-being as much as professional growth.

The new buildings are part of a broader development project that is also forward-looking in the areas of environmental sustainability, energy saving and optimal landscaping in the context of Downtown Milano.

SDA Bocconi is the leading School of Management in Italy and stands among the **top-ranked European institutions**. Established in 1971, the School is part of Università Bocconi, the first Italian University to grant a degree in economics and today a research university of international standing. A trailblazer in European business education, SDA Bocconi is a world-renowned center for innovative knowledge and skills, attracting international talent.

The School is located in the **heart of Milano**, Italy's entrepreneurial, industrial and financial center, offering a wealth of global connections and opportunities. And Milano, of course, is fashion, design, food and the art of living, where cultural heritage and creativity combine with a forward-looking approach.

**MILANO AND SDA BOCCONI
ARE WAITING FOR YOU.**



FOR PEOPLE WHO JUST WON'T STOP



>
**WHY
CHOOSE THE
SDA BOCCONI MBA?**



>
**KEY
FACTS**



>
**A SUCCESSFUL
LEARNING
MODEL**



>
**EXPANDING
YOUR FUTURE
CAREER**



>
**MBA
PEOPLE**



>
**TAKE
ACTION**

SDA Bocconi goes green with the new highly environmentally sustainable campus. And MBA goes paperless: only digital brochure will be made available to candidates. As a matter of fact, going paperless de-clutters our space and saves our time. It is easier and faster. More convenient and closer to you, any time, any place, and from any device. It saves trees, water, reduces CO₂ emissions and transportation. We're ready for it, are you?

5 REASONS WHY YOU SHOULD CHOOSE THE SDA BOCCONI MBA

When we say that our MBA is designed for you, we exactly mean what we are saying. Expect a program attentive to the details as it should be in a truly international but also crucially "made in Italy" program. A very full-time MBA for **AAA people** ready to challenge themselves in an environment combining learning and practice in just one year.

1

BE PART OF A GROUP OF AAA PEOPLE

Get together with other triple-A (**AAA**) candidates like you: with **Aspiration** to change, **Ambition** to Excel and strong sense of social **Awareness**.

2

ENTER A COZY, DIVERSE AND COMPETITIVE ENVIRONMENT

Join a small class of **100** people from **30+** countries and diverse backgrounds, where team performance is peer monitored and coached.

3

COMBINE LEARNING AND PRACTICE IN JUST ONE YEAR

After **9 months** of class, flexibly choose among individual internship/entrepreneurial project/group business lab, int'l exchange/on-campus skills trial.

4

BE IN MILANO, THE EUROPEAN HUB

Get your **international MBA in a City Campus in Milano**, a global business hub synonymous with style, taste, innovation and well-being.

5

BECOME PART OF THE BOCCONI COMMUNITY

Belong to one of Europe's oldest and most prestigious business education institutions with **over 110,000 Alumni worldwide**.

#2_{EU}

For Salary Increase (+120%)*
Financial Times Global MBA Ranking 2020

*Salary increase 3 years after graduation

#9_{EU}

Financial Times Global MBA Ranking 2020

#3_{EU}

The Economist Which MBA Ranking 2019

#1_{WW}

Return on Investment QS Global MBA Rankings 2021

1:1
Ratio

Faculty & Staff / Students

4+1

4 Functional + 1 Luxury Business Management Concentrations

92%

Graduates found a new job 3 months after Graduation

80%

Changed either industry sector, function or country

FULL-TIME MBA

2021-2022

47TH EDITION



KEY FACTS

ONE INTAKE PER YEAR OF APPROXIMATELY **100 STUDENTS**

START DATE: **6 SEPTEMBER 2021**

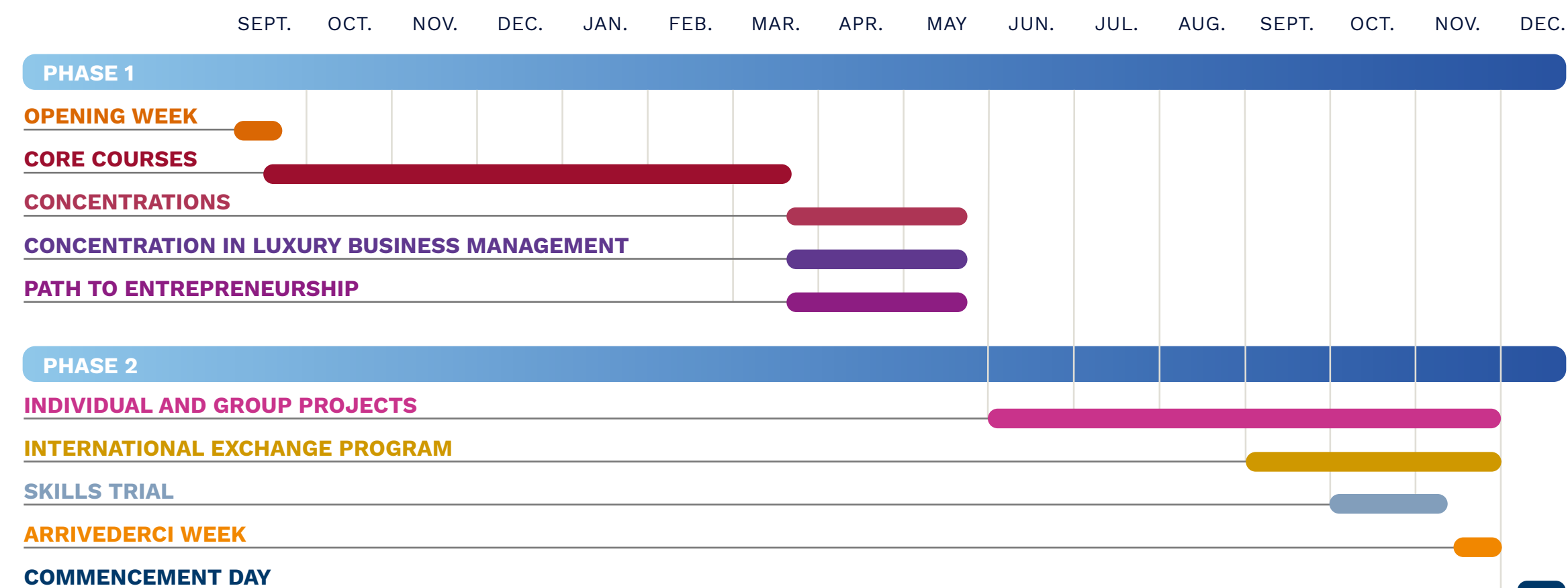
END OF CORE & ELECTIVE CLASSES: **MAY 2022**

END ACTIVITIES: **NOVEMBER 2022**

COMMENCEMENT DAY: **DECEMBER 2022**

TUITION FEES: € **59,000**

FULL-TIME MBA CALENDAR





“Our motto says that the SDA Bocconi Full-Time MBA is for people who just won't stop. Taking this undertaking seriously, we have continued to do so during the Covid emergency: duly respecting safety rules and shifting classes and seminars to an online format. Always preserving our aim for excellence and the coziness of our community. Doing whatever it takes to defend the value of our participants' investment.

FRANCESCO DAVERI • MBA Director and Professor of Macroeconomics

A SUCCESSFUL LEARNING MODEL. A VERY FULL-TIME MBA.

The structure of the program is demanding and requires participants to be fully committed. In turn, it provides the necessary edge to learn and develop the right skills, tools and command over processes.

The program employs a variety of teaching methods, ranging from traditional lessons to case analysis, business games, simulations, workshops and seminars. Beyond in-class activities, learning is complemented through the development of individual projects, group work and first-hand exposure to business experiences. And much, much more.

HOW WE MEASURE YOUR LEARNING

The evaluation system is based on written tests, role playing, projects and classroom work. In order to successfully complete the Master of Business Administration, participants must meet all School requirements. Exceptional students are awarded the Cum Laude Honors.



“Our Incubator – SpeedMIup – offers the opportunity to change entrepreneurial ideas into actual businesses, and this is what many MBAs already ended up doing, successfully.

ALBERTO GRANDO • SDA Bocconi MBA Professor of Operations and Technology Management

PHASE 1 SEPT. OCT. NOV. DEC. JAN. FEB. MAR. APR. MAY

OPENING WEEK

CORE COURSES

- | | | | | |
|--|---|--|--|--|
| <p>TERM ONE</p> <ul style="list-style-type: none"> FUNDAMENTALS OF ACCOUNTING FINANCIAL REPORTING AND ANALYSIS COMPETITIVE STRATEGY MICROECONOMICS FOR MANAGERS BUSINESS ANALYTICS | <p>TERM TWO</p> <ul style="list-style-type: none"> FINANCIAL PLANNING AND BUDGETING UNDERSTANDING INVESTMENTS STRATEGIC ECONOMIC ANALYSIS MARKETING MANAGEMENT ORGANIZATIONAL BEHAVIOUR | <p>TERM THREE</p> <ul style="list-style-type: none"> BANKING AND CAPITAL MARKETS MACROECONOMICS FOR MANAGERS COST MANAGEMENT AND PROFITABILITY ANALYSIS MARKETING ANALYTICS CORPORATE STRATEGY | <p>TERM FOUR</p> <ul style="list-style-type: none"> DECISIONS & UNCERTAINTY OPERATIONS STRATEGY CORPORATE SUSTAINABILITY MANAGING PEOPLE IN ORGANIZATIONS | <p>TERM FIVE</p> <ul style="list-style-type: none"> SUPPLY CHAIN MANAGEMENT PERFORMANCE MANAGEMENT AND CONTROL CORPORATE VALUATION TECHNOLOGY AND INNOVATION MANAGEMENT |
|--|---|--|--|--|

FULL-TIME MBA STRUCTURE AND CALENDAR

MORE +

NON-MANDATORY (BUT HIGHLY-RECOMMENDED) COURSES

- | | | | | |
|---|---|---|--|--|
| <ul style="list-style-type: none"> POPULISM AND THE ECONOMY BLOOMBERG | <ul style="list-style-type: none"> MANAGING OURSELVES: CULTIVATING MINDFULNESS, WISDOM, CREATIVITY, AND COMPASSION PREDICTIVE ANALYTICS OF BIG DATA | <ul style="list-style-type: none"> PYTHON Coding and Application | <ul style="list-style-type: none"> MACROECONOMICS IN ACTION | <ul style="list-style-type: none"> PERSPECTIVES ON EMERGING MARKETS |
|---|---|---|--|--|

CONCENTRATIONS

CONCENTRATION IN LUXURY BUSINESS MANAGEMENT

PATH TO ENTREPRENEURSHIP

- FINANCE AND FINANCIAL INSTITUTIONS
- INNOVATION, PRODUCT DEVELOPMENT, EXECUTION
- CUSTOMER MARKETING
- PRIVATE EQUITY AND ENTREPRENEURSHIP

- LBM CONCENTRATION IN PARTNERSHIP WITH GUCCI, LVMH AND VALENTINO

- OPPORTUNITY IDENTIFICATION AND IDEA CONCEPTUALIZATION
- VENTURE TEAM BUILDING
- IDEA VALIDATION & EXPERIMENTATION
- BUSINESS PLANNING
- PARTNER / INVESTOR PRESENTATION

4 CONCENTRATIONS TO PERSONALIZE YOUR DEVELOPMENT

- | | | | |
|--|---|--|--|
| <p>FINANCE AND FINANCIAL INSTITUTIONS</p> <ul style="list-style-type: none"> Structured and Project Finance Real Estate Investment Mergers & Acquisitions Derivatives & Hedging Investment Banks: Mastering Deal Execution | <p>INNOVATION, PRODUCT DEVELOPMENT, EXECUTION</p> <ul style="list-style-type: none"> Strategy Execution Making Innovation Happen: Scenarios, People, Practices Ideating and Launching New Products Digital Enabled Business Transformation Innovating in the Global Landscape | <p>CUSTOMER MARKETING</p> <ul style="list-style-type: none"> Pricing Brand Management Ecommerce Non-Market Strategies Digital Strategy | <p>PRIVATE EQUITY AND ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> Change and Renewal Strategies Corporate Entrepreneurship Private Equity Entrepreneurial Finance Managing Alliances |
|--|---|--|--|

PHASE 2 JUN. JUL. AUG. SEPT. OCT. NOV. DEC.

INDIVIDUAL AND GROUP PROJECTS

- INDIVIDUAL INTERNSHIPS
- ENTREPRENEURIAL PROJECTS
- GROUP BUSINESS LABS

INTERNATIONAL EXCHANGE PROGRAM

SKILLS TRIAL

- | | |
|--|---|
| <ul style="list-style-type: none"> PROJECT MANAGEMENT BUSINESS GAMES NEW MEDIA CASE CORPORATE CITIZENSHIP ORGANIZING PLATFORMS NEGOTIATION | <ul style="list-style-type: none"> THE GLOBAL NETWORK FOR ADVANCED MANAGEMENT (GNAM) WEEK: DISCOVERING ITALIAN EXCELLENCE HOW TO MARIE KONDO YOUR PERSONAL FINANCES |
|--|---|

ARRIVEDERCI WEEK

- ARTS DRIVEN BUSINESS
- SHARING ECONOMY
- THE TRANSFORMATIONAL IMPACT OF BIG DATA

• **SPECIAL SEMINARS** Tackle cutting-edge, impactful topics by informally meeting influential experts.

• **LEADERSHIP SERIES** Learn from international Top Leaders' and CEOs' hands-on experience.

COMMENCEMENT DAY

BASIC KNOWLEDGE FOR ALL

OPTIONAL MBA ONLINE PRE-COURSES

Starting from April 2021 the School provides online pre-courses that include Introduction to Financial Accounting, Quantitative Methods, Macroeconomics and Microeconomics. These courses are not compulsory for all students, but may be required for those without a background in economics and management.

This is an early bird enrolment advantage that will allow all candidates to access their MBA personalized training, with dedicated faculty, much earlier than the actual MBA start.

ITALIAN LANGUAGE AND COMPUTING PACKAGES

You do not need to know the Italian language to attend our MBA. But you probably do not want to miss the opportunity to improve your language skills, particularly if you want to look for a job in Italy. From September to June we offer a free Italian course for students to improve their language skills.

Basic knowledge in the Internet age goes beyond learning a spoken and written language and extends to the learning of some basic computing tools. This is why, in the first few months of our MBA program, we provide free courses in Microsoft Excel as well as the Bloomberg package for Finance and Quantitative Analysis.



“

The international and dynamic class ensures that students expand their horizons by learning from each other.

I believe that it is absolutely crucial not only for personal development, but also for professional development in a world becoming more and more global.

SONGLEE CHOI • MBA 2017 • South Korea

“

The hierarchy of knowledge builds on data to shape information and subsequently knowledge, to be able to use your infos.

Wisdom then enables us to use knowledge in a good way, to make the best possible decisions.

Today's uncertainty generates unpredictability, and unpredictability gives us humans an advantage over artificial intelligence, an advantage we can exactly achieve through wisdom.

ROBERT GRANT
MBA Professor of Strategy





OPENING WEEK. YOUR MBA BEGINS.

Our Program starts with a **one-week MBA bootcamp**, during which you are asked to understand and live the essence of the upcoming year.

Day ONE

KNOW YOUR SCHOOL

The first day of the Opening Week will give you the opportunity to know the details of SDA Bocconi School of Management, Università Bocconi and your MBA curriculum. You will also celebrate the kick-off of the program with the School management, faculty, staff, and a group of alumni that will welcome you on board.

Day TWO

KNOW YOURSELF AND YOUR CLASS

The second day is about experiencing the international environment of your class, getting acquainted with the different profiles and dreams of your classmates.

Day THREE to FIVE

KNOW YOUR CAREER

In the following days you will have the chance to interact with a sampling of key stakeholders for your future career - recruiters, career service and alumni - and participate in a series of trainings to prepare for job search.



A TYPICAL (INTENSE) MBA DAY

- 8.30 am - 10.00 am
CLASS
- 10.15 am - 11.45 am
CLASS
- 12.00 noon - 1.30 pm
CLASS
- 1.30 pm - 2.30 pm
LUNCH or LUNCH&LEARN TALKS
- 2.30 pm - 7.30 pm
CS ACTIVITIES, LEADERSHIP SERIES

CORE COURSES

The sequences of Core Courses take place in 5 Terms from **September 2021** to **March 2022**:

TERM ONE

September/
October

TERM TWO

October/
November

TERM THREE

November/
December

TERM FOUR

January/
February

TERM FIVE

February/
March

This sequence represents the competence requirements of a global manager.



“ I have been teaching MBA students for 20 years and every year I look forward to teaching them finance. They are smart and brainy, interested and motivated, challenging and approachable, accurate and determined but most of all curious and forward looking...”

LUCILLA TEALDI • MBA Professor of Finance

FRANCESCO GIAVAZZI
Economist and MBA Professor
of Economics



THE PROGRAM BEYOND THE PROGRAM

Our MBA is a well-established program, with course syllabi and schedules prepared well in advance. Yet the structure of the program is flexible enough to accommodate special seminars on cutting-edge topics or timely, informal discussions about the “event of the day”, something that occurs unexpectedly and has powerful managerial consequences.

LEADERSHIP SERIES

The Leadership Series is an initiative organized to expose our students to the vast knowledge and experience of top leaders in international companies. A unique opportunity to learn from their hands-on experience and talk with them during a cocktail following the event.

SPECIAL SEMINARS

On these occasions, external speakers as well as SDA Bocconi and Bocconi faculty members come for talks on topics of interest. MBA students can discuss current issues in a timely fashion and naturally develop a habit to promptly compare and put into practice the concepts seen in class with real-life cases. This is yet another chance to interact with classmates, with faculty members, and professionals.





“The MBA at SDA Bocconi was incredible! There was a good balance between lecture & case-based method of teaching that has allowed me to get to know different industries and develop the skill set I need to pursue my career goals.

SCOTT DREUBEN PONCE • MBA 2018
Philippine • Field Force Effectiveness Leader, Leadership Development Program – Werfen, Germany



VITTORIO COLAO
Former CEO Vodafone Group

LEADERSHIP SERIES' guests have included:

Edward J. Altman, Max L. Heine Professor of Finance, Emeritus at the Stern School of Business, New York University
Silvia Bagliani, General Manager Italy - Snacks at Mondelēz International (former Kraft Foods)
Cristina Bowerman, Chef
Sabina Belli, CEO Pomellato
Marc Benayoun, CEO Edison
Patrizio Bertelli, Entrepreneur and CEO Prada Group
Marco Bizzarri, President and CEO Gucci
Allen Blue, Co-Founder LinkedIn
Philippe Bordenave, COO BNP Paribas
Vittorio Colao, Former CEO Vodafone Group
Elsa Fornero, Italy's former Minister of Labour
Alan Friedman, Journalist and Writer
Clara Furse, Non-Executive Director Nomura Holdings, Inc.
Marc Girardelli, Former Ski Champion
Sofia Goggia, Italian World Cup Alpine Ski Racer
Patrizia Grieco, President Enel SpA
Brian Heyworth, Global Co-Head Financial Institutions at HSBC
Albrecht Kiel, Regional Managing Director Central Europe, Visa Europe
Riccardo Illy, Chairman Illy Group
Peter Löscher, Chairman of the Board Sulzer
Mohamed Mansour, Entrepreneur & Businessman
Bill McDermott, CEO SAP
Mario Monti, President of Bocconi University and former Prime Minister of Italy
Satya Nadella, CEO Microsoft
Christine Novakovic, Former Head Corporate & Institutional Clients and Investment Bank Switzerland UBS Switzerland AG
Lorenzo Pellicoli, CEO Gruppo De Agostini
Massimo Perotti, CEO Cantieri Sanlorenzo
Alessandro Profumo, President Leonardo
Alain Rauscher, CEO Antin Infrastructure Partners
Stefano Sassi, CEO Valentino S.p.A.
Howard Schultz, Former President Starbucks
Domenico Siniscalco, Economist and Italy's former Minister of Finance
Andrea Sironi, Chairman, Italy's Stock Exchange, and former Rector, Bocconi
Bernhard Url, Executive Director EFSA (European Food Safety Agency)
Sarah Varetto, European Director for News Development Sky News
Ermengildo Zegna, CEO Ermenegildo Zegna

SPECIAL SEMINARS' guests have included:

Debashis Chatterjee, Director, Indian Institute of Management Kozhikode
"Mindful Leadership in the 4.0 World"
Alan Friedman, Journalist & Writer
"Italy's uncertain future in the age of populism"
Roberto Nava, Partner, Bain & Company,
"Sustainability Targets and Executive Pay: the Oil&Gas Industry Case"
Patrizio Pagano, Executive Director for Italy, World Bank
"Creating markets in Developing countries"
Peter Parry, Head Global Oil&Gas Consulting, Bain & Company,
"Sustainability Targets and Executive Pay: the Oil&Gas Industry Case"
Ofer Sachs, Israeli Ambassador to Italy
"Israel, not just a start up nation"
Rachel Sanderson, Italy's Financial Times Correspondent, now also writing for the Economist
"The future of Italy's family-based capitalism"
Beppe Soda, Dean, SDA Bocconi
"The power of networks"
Michael Spence, Nobel Prize for Economics, 2001, SDA Professor
"Scenarios for 2018: economics and politics"
Costa Vayenas, Director, Procvivis Think Tank
"Digital democracy and the business model of the state"
Gianmario Verona, Rector, Bocconi University
"How to run institutions in the education industry"



“We had the opportunity to interact and learn firsthand from CEOs and leaders from different industries through the “Leadership Series”, a unique complement to our managerial education.

BRUNO FAIDUTTI • MBA 2017
Ecuadorian/Italian

4 CONCENTRATIONS TO PERSONALIZE YOUR DEVELOPMENT

During the Concentration period you have the opportunity to focus your path on those specific managerial subjects congruent with your preferences and abilities. Each year, around twenty electives are offered during the Concentrations, allowing students to gain in-depth skills in topics of major relevance in today's business world.

The Electives are grouped into 4 Concentrations running in parallel groups of 2.

Students are required to take 2 concentrations, one for each period, that is 10 courses across two periods.



In my course on financial reporting and analysis, MBA students get to know the importance of financial statements for decision making. They have the chance to learn from real cases and from each other's experience. I like to teach them how to 'critically' read the numbers and go beyond the surface, a skill that can make a difference in their professional career.

ANNALISA PRENCIPE
MBA Professor
of Accounting & Control

FIRST PERIOD

A FINANCE AND FINANCIAL INSTITUTIONS

- Structured and Project Finance
- Real Estate Investment
- Mergers & Acquisitions
- Derivatives & Hedging
- Investment Banks: Mastering Deal Execution

C INNOVATION, PRODUCT DEVELOPMENT, EXECUTION

- Strategy Execution
- Making Innovation Happen: Scenarios, People, Practices
- Ideating and Launching New Products
- Digital Enabled Business Transformation
- Innovating in the Global Landscape

SECOND PERIOD

B CUSTOMER MARKETING

- Pricing
- Brand Management
- Ecommerce
- Non-Market Strategies
- Digital Strategy

D PRIVATE EQUITY AND ENTREPRENEURSHIP

- Change and Renewal Strategies
- Corporate Entrepreneurship
- Private Equity
- Entrepreneurial Finance
- Managing Alliances

SUGGESTED PATHS

Suggested paths will be:

EXPERT IN FINANCE

A+D

EXPERT IN MARKETING AND INNOVATION

C+B

EXPERT IN ENTREPRENEURSHIP

C+D

The selection of electives changes from time to time to allow room for new ideas, projects or issues of emerging significance.



What I love about our MBA students is their energy, drive, and passion when we discuss Business Strategy in my class.

This mix allows us to study, analyze, and evaluate the competitive challenges faced by the most prominent companies in the world.

And putting ourselves in the shoes of the decision makers of these companies, we learn to uncover the key drivers of their success.

MARCO TORTORIELLO
MBA Professor of Strategy

LUXURY BUSINESS MANAGEMENT CONCENTRATION

In addition to the 4 functional Concentrations, the SDA Bocconi Full-Time MBA Program offers participants the possibility to further personalize their development through the field-based Concentration in Luxury Business Management - LBM, in partnership with **GUCCI**, **LVMH** and **VALENTINO**, among the biggest players in the worldwide luxury industry.

The active involvement of managers and professionals in the program assures an ideal interaction between theory and practice.

This unique option is one of the very few Concentrations in Luxury Business Management within a top ranked International MBA, strategically located in Milano, Italy. Given the sector specificity, the LBM Concentration usually engages a limited number of participants. MBA Candidates who apply for the LBM Concentration must demonstrate precise interests and solid motivations: the School will give priority to those who most clearly indicate why the experience is necessary for their personal growth and career advancement.

LBM CONCENTRATION AT A GLANCE

The Luxury Business Management Concentration is organized into three intermingling phases to help students understand the nuances of the industry.

The program will cover various sectors within luxury such as fashion & apparel, accessories, fragrance & cosmetics, wines & spirits, jewelry & watches, automobiles, and travel & hospitality.

NURTURING SPECIALIZED COMPETENCES

- RETAIL
- MERCHANDISING
- DIGITAL/CRM
- GO-TO-MARKET & GOING GLOBAL

PILLARS OF LUXURY MANAGEMENT

- PRODUCT
- BRAND

DISCOVERING LUXURY MANAGEMENT

- RETAIL DEEP DIVE
- GLOBAL MINDSET
- IN-COMPANY PROJECT



The LBM Concentration afforded me unique opportunities, both in Italy and abroad, that will remain highlights of my SDA Bocconi MBA. I never would have had this experience if it weren't for the school's vast network within the luxury industry and its ideal location in the fashion epicenter of the world.

SARA TRUAX • MBA 2017 • US

LBM PARTNERS

In an ongoing exchange between SDA Bocconi School of Management and various luxury brands to enhance the overall experience for the students, the school and the companies involved, today Luxury Business Management Concentration partners with LVMH, GUCCI and VALENTINO.

These partnerships mean that students can:

- Meet HR and Managers from these companies
- Participate in career fairs and internship opportunities
- Visit the manufacturing facilities and ateliers
- Participate in case-studies and projects

KEY FACTS

RETAIL IMMERSION

A CHANCE TO WORK IN A LUXURY RETAIL ENVIRONMENT

CAPSTONE PROJECT

A LUXURY BRAND MANAGEMENT CAPSTONE TEAM PROJECT

STUDY TOUR

A WEEK-LONG INTENSIVE STRATEGIC LUXURY MINDSET STUDY TOUR



Luxury brands looking towards large multinational companies for top managers
 • MBA Channel <https://shar.es/1CVGBf>
 via [sharethis @sdabocconi](https://twitter.com/sdabocconi)

PAOLA CILLO • LBM Concentration Coordinator, SDA Bocconi MBA Professor of Marketing



PATH TO ENTREPRENEURSHIP

In the PTE participants will team up and develop a business or social entrepreneurship idea. The path is a blended learning experience with face-to-face sessions, online learning, group tutoring and out-of-the-classroom experiments. The path will cover all the initial phases of a start-up: from **Opportunity Identification** through **Idea Validation** to an **Investor Pitch**.

- Opportunity Identification and Idea Conceptualization
- Venture Team Building
- Idea Validation & Experimentation
- Business Planning
- Partner / Investor Presentation



The days of the Cowboy Entrepreneurs are gone, and so are those of the Nerd Entrepreneurs. Modern entrepreneurship teaching is about Smart Entrepreneurship; Smart Entrepreneurs recognize that there are huge uncertainties and failure risks in starting up a company. We teach tools aimed at managing these risks.

MIKKEL DRAEBYE • SDA Bocconi
MBA Professor of Strategic and Entrepreneurial Management



Some of the best aspects of the Full-Time MBA at SDA Bocconi have become even more salient in difficult times: when Professor Ariela Caglio opened our online Performance Management class with Queen's "Don't Stop Me Now"...our first virtual happy hour, which we branded "aperiti(vide) o"...the air kisses I threw to a classmate from his third floor window when I went to get groceries. These are the moments we have celebrated remotely, that we will remember when we meet again, and that will define us for years to come. COVID-19 doesn't stop us from having these moments; it inspires us to savor them when they come along.

TAYLOR ARNO • American • MBA 2020



I very much enjoy going beyond the technical understanding of performance management and control systems with MBA students: I like discovering with them that, in the end, performance management is a matter of expectations and accountability, of providing people with direction, of getting everyone aligned and committed to execute with excellence.

ARIELA CAGLIO • SDA Bocconi MBA Professor of Accounting & Control



YOUR OPPORTUNITY TO EXPERIENCE ANOTHER PRESTIGIOUS BUSINESS SCHOOL

INTERNATIONAL EXCHANGE PROGRAM

The International Exchange Program offers selected candidates the opportunity to spend a few months of the program at other top business schools such as London Business School, Wharton School, Fundação Getulio Vargas, Melbourne Business School and CEIBS, just to name a few.

Students who apply for an International Exchange Program must demonstrate precise interests and solid motivations for going abroad by providing a clear indication of why the experience is necessary for their personal growth and career advancement. The School evaluates the reasons candidates put forward, and gives priority to those who most clearly demonstrate that they can benefit from the exchange and have a strong academic performance.

Owing to the varying schedules of partner Universities, outgoing students may be involved in the Exchange Program starting from **August/September** and ending in **November/December**.

MORE 



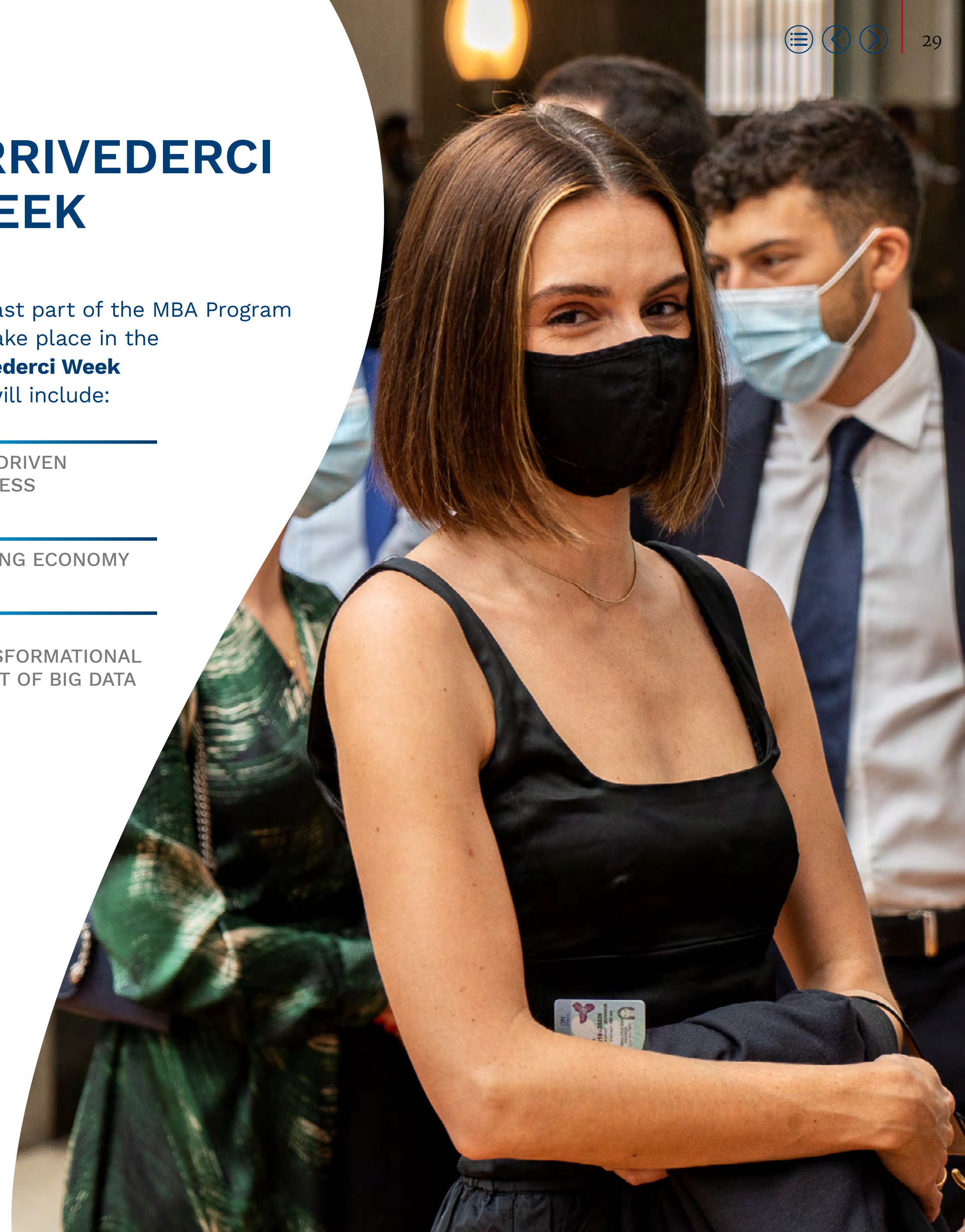
ARRIVEDERCI WEEK

The last part of the MBA Program will take place in the **Arrivederci Week** and will include:

ARTS DRIVEN
BUSINESS

SHARING ECONOMY

THE
TRANSFORMATIONAL
IMPACT OF BIG DATA



OUR AIM IS TO EXPAND YOUR FUTURE CAREER

A WHOLE TEAM FOR YOUR PROFESSIONAL GROWTH, FULL TIME.

The **Career Service** is a key partner to MBA candidates seeking to achieve their career goals and to recruiting companies who need to feed their international talent pipeline.

Each Career Service team member's mission is to support you throughout the program, providing you with the right tools and knowledge to plan and execute an effective career strategy, connecting you with the right employers and alumni and helping you to successfully re-enter the job market after graduation. It is a full time effort where we partner with each and every one of you individually as well as with the entire class.



At Novartis we hire from SDA Bocconi MBA because we think that the competitive advantage in terms of competences, knowledge, flexibility and international approach are of extreme value for our company.

ELISA CRISTADORO · Head of People&Organisation Oncology · Italy · Novartis



Many of our global recruiting partners say we make their life easier, as we assist them in selecting the best fitting candidates for their talent pipeline.

The best reward for us? When our alumni become successful leaders and come back to campus year after year to recruit new world-class MBA talent.

THE CAREER SERVICE TEAM @ SDA BOCCONI

REV UP YOUR ENGINES FOR THE RECRUITING SEASON

You will start early in the program to interact with a network of international employers who are recruiting MBA students for internships and for permanent positions. How you prepare for the recruitment processes is crucial, as your performance in the interviews will have an impact on your future career choices. The career service team will make sure you arrive to your appointments in top shape, prepping you with a range of activities.

CAREER COUNSELING & INTERVIEW AND ASSESSMENT PRACTICE

Targeted, pragmatic one-on-one advice and interview practice by Career Service team members – each one an expert in different industry sectors – to help you with your professional goals and day-to-day quest for your career development. You'll have many interview practice sessions, and many opportunities to train with alumni and industry experts, including assessment center simulations.

CAREER SEMINARS & WORKSHOPS

Envision your career plan, engage in challenging discussions with experts in different industries, test your job interviewing, networking, or salary negotiation skills, and learn to crack business cases. The seminars & workshop program varies according to each class profile and market trends, but always includes the fundamentals of job market dynamics and a thorough preparation for most challenging selection processes.

MENTORING WITH ALUMNI

Past alumni who were in your shoes not long ago will provide you with the hands-on wisdom you need to navigate your MBA experience as effectively as possible.

MEET THE EMPLOYERS

All year round, **CAREER SERVICE** invites employers and alumni to post job opportunities on our **CAREER PORTAL** or to meet MBA students on campus or at their premises, to organize challenges and competitions. These activities are crucial to network, see talent in action and generate recruitment opportunities.

Attending **company presentations** and **networking events** and making yourself visible helps you start creating a network of contacts you will be able to build on for years to come.

Visiting employers at their sites is even more exciting: interest-based groups of students may be invited to and help organize **Career treks and Company visits** in Italy and abroad.

International Business Challenges sponsored by global companies in the healthcare, consumer goods, consulting or venture capital sectors encourage the most competitive candidates of top business schools to engage in a fair but tough competition over a business case.

Winning teams get great visibility and often gain a fast track to a summer internship.

Even if some employers are not able to come on campus, it does not mean they are not interested in you: Career Service coordinates applications to online **job-postings** on the School's platform and helps recruiters to select candidates for interviews directly from the **CV Database**.

Career Service also encourages entrepreneurship and partners with students who seek employment on their own, providing advice and facilitating contacts.



SDA Bocconi gave me a great platform to make the famed triple jump – change geography, industry and function. With an all-round academic experience and professors who are always available to advise and share, you have all the tools you need to make the change.

JAKRISHNAA RAO

Indian • MBA 2018

Operations Manager, Amazon, UK



LEADERSHIP DEVELOPMENT COACHING PROGRAM

A tailored coaching program with top SDA Bocconi coaches which helps you enhance your self-awareness, recognize your strengths and maximize your personal growth during your whole MBA experience.



“The program lasts 15 months, but its impact reaches far beyond that. Thanks to Bocconi, I was able to achieve my dream of working for a major multinational abroad, ultimately

changing countries, industries and functions. The school offers excellent exposure to global companies and career paths and boasts a dedicated Career Services team.

CLAIRE MEYER • American • MBA 2019
Global Sourcing Manager at Anheuser-Busch InBev - Zug, Switzerland



“The MBA at SDA Bocconi has been a life-changing experience that has challenged my thinking, pushed my limits and transformed me personally and professionally.

There is a tremendous amount of professionalism in everything that happens both in and out of the classroom, with Career Service ready to support you in every step of this amazing journey.

ANDREA AROBIO • Italian • MBA 2018
Consultant, The Boston Consulting Group - Italy

FULL-TIME MBA CAREER CURRICULUM

1

KNOW YOURSELF AND YOUR STRENGTHS

Gain awareness of your managerial style, your impact on others and your personal strengths.

- PERFORMANCE COMPETENCIES ASSESSMENT
- INDIVIDUAL & TEAM COACHING PROGRAM
- INTERCULTURAL AWARENESS

2

PLAN YOUR CAREER

Start tracing your career path, build a realistic plan.

- INDUSTRY OVERVIEW WITH ALUMNI
- CAREER STRATEGY MEETINGS WITH CAREER SERVICES
- CHOOSE YOUR TRAINING PATH: STRUCTURED OR DISCOVERY?

3

TELL YOUR STORY

Present your experience effectively, promote your professional identity.

- CV WRITING
- PERSONAL BRANDING AND BUSINESS MODEL CANVAS
- INDIVIDUAL AND GROUP BEHAVIOURAL MOCK INTERVIEWS
- INDIVIDUAL AND GROUP BEHAVIOURAL MOCK ASSESSMENT CENTER, CRACK THE CASE AND FINANCE PRACTICE

5

NETWORK, NETWORK, NETWORK

Leverage the Bocconi Community to expand your network.

- STUDENT'S CLUBS
- MBA AND EXECUTIVE MBA NETWORKING EVENTS
- BOCCOMI ALUMNI COMMUNITY EVENTS
- PWA NETWORKING EVENTS

4

DISCOVER THE OPEN AND HIDDEN JOB MARKET

Learn how to find opportunities and perform well in recruiting processes

- MEETINGS WITH RECRUITERS AND ALUMNI
- 2-HR JOB SEARCH
- SALARY NEGOTIATION

5 KEY SKILLS FOR YOUR PROFESSIONAL DEVELOPMENT



GAIN HANDS-ON EXPERIENCE

From June onwards, you can put what you have learned in the classroom into practice and face real and challenging business problems by flexibly choosing among individual internships, entrepreneurial projects and MBA group business projects.

INDIVIDUAL INTERNSHIPS (3-6 MONTHS)

You attended the Career Service workshops, went through a number of selection processes and secured an internship with a great employer: well done! It is your chance to put your skills to work and show your relationship abilities while contributing to a strategic project. It is also a great networking opportunity allowing you to see for yourself what your next career step may be.

ENTREPRENEURIAL PROJECTS

Do you have a cool business idea or a family business to expand? Early in the program you can start the Path to Entrepreneurship. From mid-May you will be able to create your own business plan or found a start up under the supervision of your entrepreneurship professor.

GROUP BUSINESS LABS

Improve your teamwork and leadership skills through a group business lab (a mini-consulting project with select companies).



SDA Bocconi's curriculum and classmates from 32 different nationalities made this experience so unique. Additional career training and intense case cracking sessions challenged my way of thinking to solve complex problems. This roller coaster journey led me to the decision to change my previous career path from investment banking to the technology. SDA Bocconi's MBA is a good example where success is the sum of small efforts, repeated day in and day out.

STEFFEN SCHLICHT • German • MBA 2018
Business Development Global Clients, Facebook, Germany



My career goals flow from two fundamental beliefs, first, the marriage of business and welfare traditionally has few takers. However, if history is any guide, both are equally important for development of human race. And secondly, the world is changing at a blinding pace and at every turn and twist of the change, Darwin's principle of survival of the fittest, has been confirmed.

Those that survive are those that adapt. Of all thing I have learnt during this MBA, the most useful skills I have inherited are collaboration, compassion, and agility to tackle the blinding pace of the disruptive changes of today. I'm not sure what is out there for us in near future but I'm very sure that in long-term, we all are set to make an impact in society and lead the change.

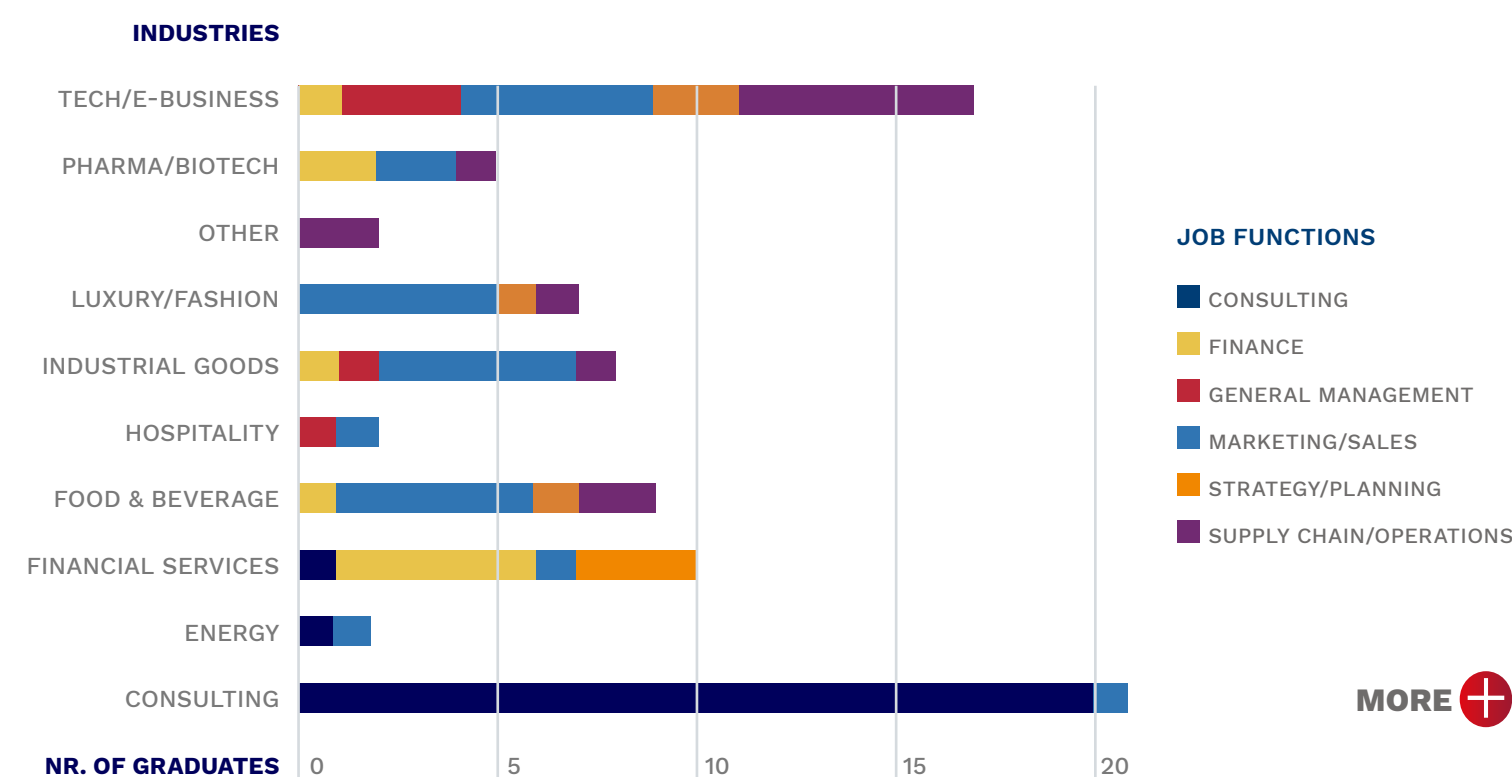
SWAPNIL KASHYAP
Indian • MBA 2020



WE SUPPORT YOUR POST-MBA JOB SEARCH

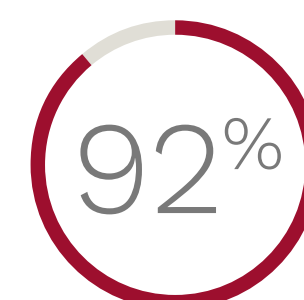
The Career Service works with you for the entire duration of the program to support your professional development. Our goal is to get you the best career results by leveraging your resources and your energy and making the best use of the knowledge and tools you will learn.

POST-MBA INDUSTRIES & JOB FUNCTIONS OVERVIEW

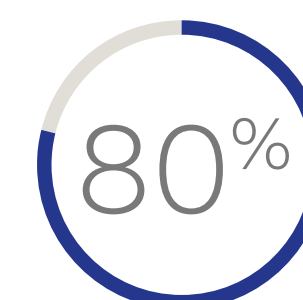


MORE +

SOME POST-GRADUATION NUMBERS



92% OF GRADUATES SEEKING EMPLOYMENT FOUND A NEW JOB THREE MONTHS AFTER GRADUATION



80% CHANGED AT LEAST ONE AMONG COUNTRY, SECTOR, FUNCTION

The MBA at SDA Bocconi was fundamental in providing me with the tools, knowledge and networking opportunities, I needed to change country and industry. The whole experience has enriched me both professionally and personally, allowing me to work with and learn from brilliant peers from all over the world.

GIULIA BAR • MBA 2018 • Italian • Account Executive Aspire, Microsoft, Italy



POST-MBA COMPENSATION

AVERAGE POST-MBA GROSS SALARY

€ 85,862

OTHER GUARANTEED COMPENSATION

€ 29,250

GLOBAL MBA RANKING FT 2019



#2 IN EUROPE FOR SALARY INCREASE (+124%)*

* Salary increase 3 years after graduation

WE NURTURE YOUR TALENT

For permanent jobs, the recruiting bar is high: the selection process for the most sought-after MBA rotational programs or key management positions is tough. The good news is that by this time most MBA candidates have developed excellent networking and interviewing skills, have a summer internship experience under their belt and are able to interact effectively with recruiters. This is also where you make us the most proud and contribute to raising the profile of our School with the best global employers. Still searching for your ideal job after graduation?

You will find that the **Career Service Team** will continue supporting you long after you have left campus. We will stay in touch, continuing to advise you individually: together we will succeed.

TOP RECRUITERS

- ABINBEV
- AMAZON
- BAIN
- THE BOSTON CONSULTING GROUP
- EMERGN
- GSK
- IMPERIAL BRANDS
- JOHNSON&JOHNSON
- MCKINSEY & COMPANY
- MICROSOFT

A SELECTION OF MBA CLASS OF 2019 RECRUITERS

- | | |
|----------------------|---------------------------|
| ● ACCENTURE STRATEGY | ● INFOSYS |
| ● ADMIRAL GROUP | ● INTERBRAND |
| ● AT KEARNEY | ● INTERCOS |
| ● BPI | ● NIKE |
| ● CHAMPION | ● NOVARTIS |
| ● ELY LILLY | ● ROLAND BERGER |
| ● EMERSON | ● SAMSUNG |
| ● FACEBOOK | ● SOLVAY |
| ● GOOGLE | ● VALENTINO |
| ● GSK | ● WERFEN |
| ● SUPERMERCATO24 | ● YOOX-NET-A-PORTER GROUP |
| ● CAMPARI | ● EASYSHIP |
| ● KRAFTHEINZ | ● PRADA |
| ● LASTMINUTE.COM | ● GIORGIO ARMANI |
| ● PVH | ● LVHM GROUP |
| ● HILTI | |
| ● INTERCOS | |
| ● L'OREAL | |
| ● DELOITTE | |
| ● SDF | |
| ● LILLY | |

#MBAHIRES WHY HIRE A SDA BOCCONI MBA?



What a fantastic day! Addressed the entire incoming MBA class on their first day at SDA Bocconi followed by this interview. Loved every aspect of it, @sdabocconi you are a wonderful school and we at @Infosys are so proud to associate with you #InfosysInStep #MBAHires.

KISHA GUPTA

Head of Global Academic Relations, Infosys



You have fantastic students here who come from all over the world and, as a global company, we really appreciate the chance to come to one school and recruit talents for all of the different parts of the organization, as well as for all of the different functions within our business. And the quality of the talents here is fantastic.

CLAIRE JONES

HR Esprit, Programme Manager GSK



MBA PEOPLE

In our MBA Program, you meet men and women of extraordinary intellectual character with diverse backgrounds and experiences, all motivated to reach their life goals.

To get the most from the MBA, you need to embrace teamwork by understanding and acting on key concepts such as collaboration, discussion, involvement and responsibility.

90

NUMBER
OF PARTICIPANTS

29

AGE
yrs Average

5,5

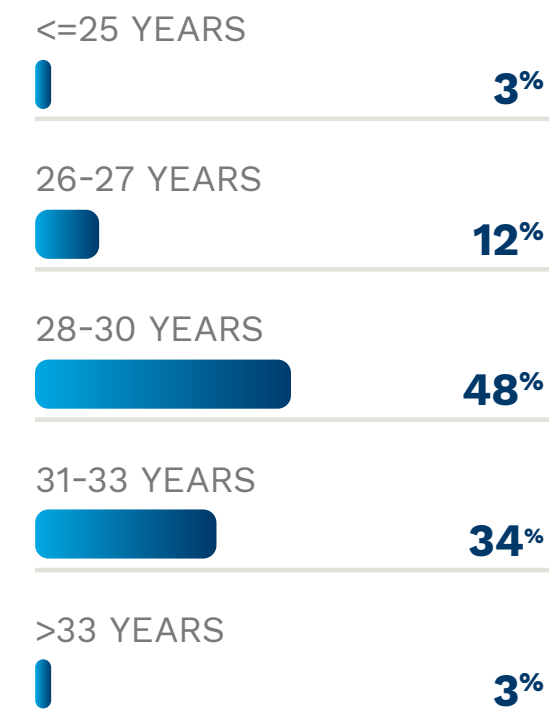
WORK EXPERIENCE
yrs Average

34%

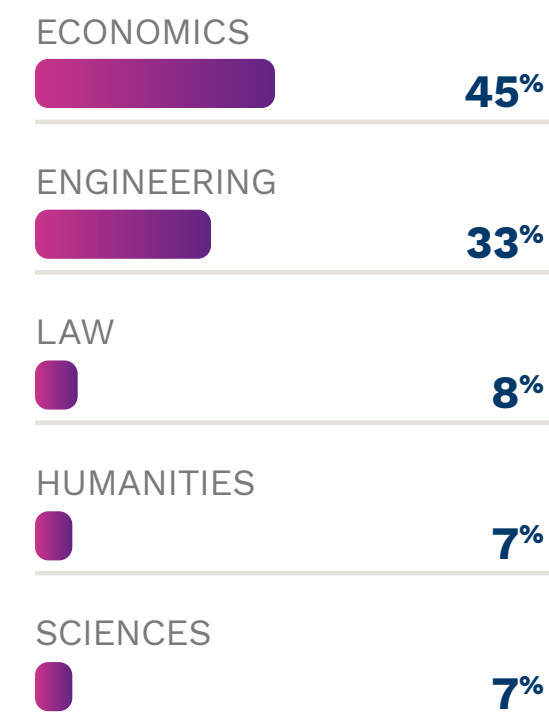
WOMEN

MBA CLASS PROFILE (CLASS OF 2021)

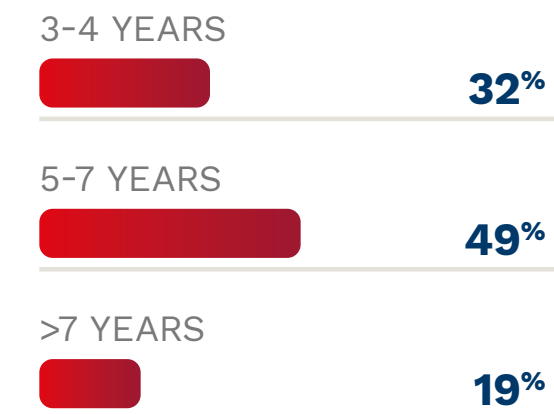
AGE



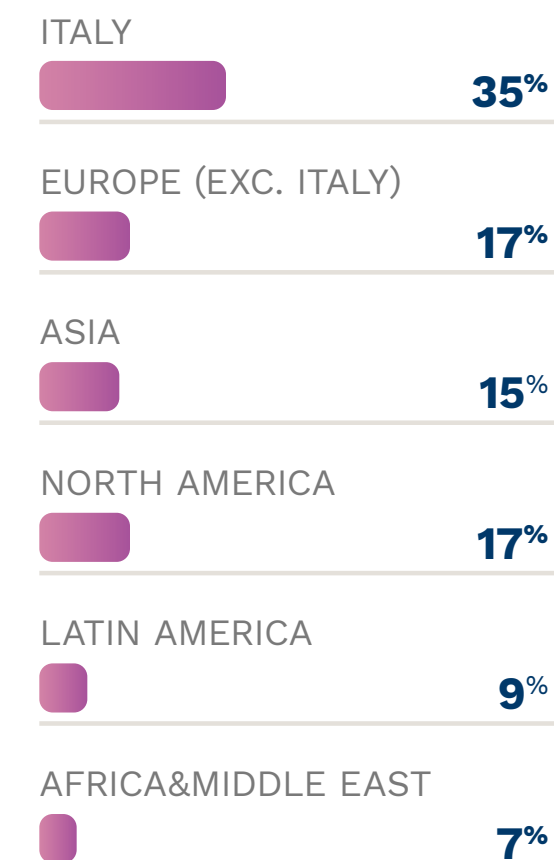
DEGREE



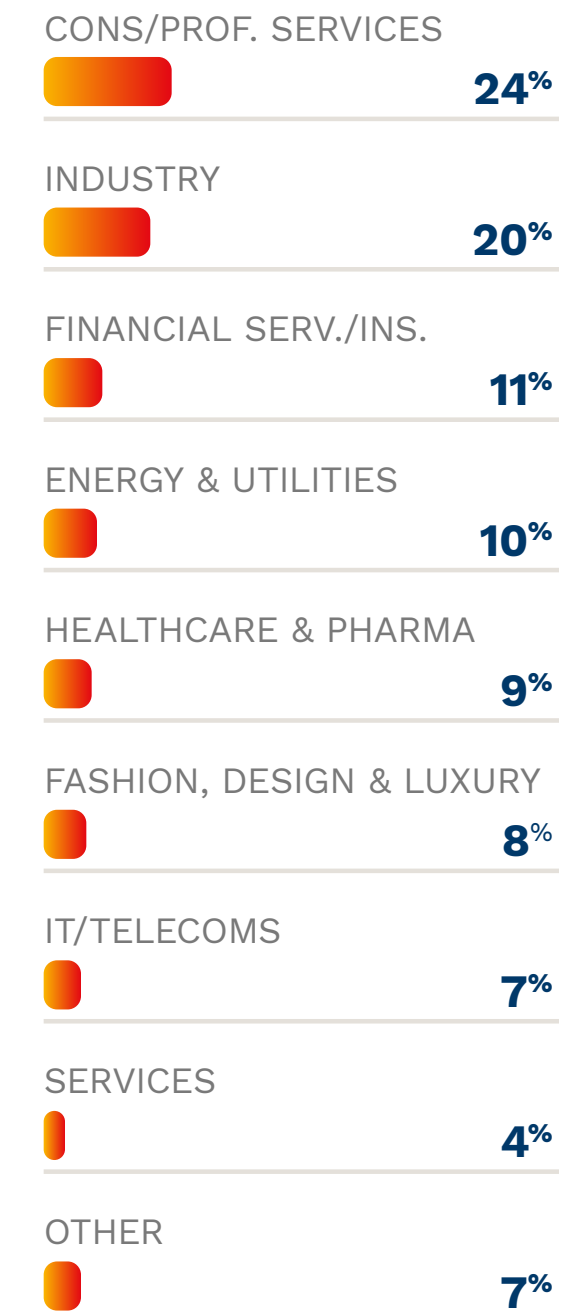
WORKING EXPERIENCE



GEOGRAPHIC ORIGIN



SECTOR



30
COUNTRIES
REPRESENTED

ARGENTINA,
BRAZIL,
CANADA,
CHINA,
CROATIA,
FRANCE,
GERMANY,
GREECE,
HUNGARY,
INDIA,
ISRAEL,
ITALY,
JAPAN,
LEBANON,
MALTA,
MEXICO,
NIGERIA,
PALESTINE,
PERÙ,
POLAND,
PORTUGAL,
RUSSIA,
SAUDI ARABIA,
SOUTH AFRICA,
SPAIN,
SWEDEN,
SWITZERLAND,
TURKEY,
UK,
USA.

AN ALL-ROUND EXPERIENCE

STUDENT CLUBS

Student Clubs are open to all master's students and give the opportunity to work and network with students from the other SDA Bocconi Master Programs.

As student led organizations, they require managerial abilities in seeking financing, drawing up business plans, developing press and company relations and running activities.

The Clubs are also an important crossroads where students work with alumni, teachers and the business world around areas of common interest. Each Professional Club has a Faculty and a Career Service advisor to facilitate planning and executing of activities as well as the learning process.

MAIN CLUB EVENTS

THE ONE OCEAN MBA'S CONFERENCE & REGATTA

This annual Regatta is the most popular event organized by SDA Bocconi School of Management in partnership with OneOcean Foundation and Yacht Club Costa Smeralda.

It brings together students and alumni of the world's top business schools with managers from leading Italian and international organizations. A conference on emerging issues also takes place alongside the regatta: students, alumni and guests from universities, industry and finance join together for an exchange of ideas.

The 2019 edition of the One Ocean MBA's Conference & Regatta took place, for the first time, in Porto Cervo, Sardinia.

THE MBA SKI CUP

The MBA Ski Cup is one of the main events of the year. The 2019 edition was held in Cortina d'Ampezzo, organized by SDA Bocconi and One Ocean Foundation.

Through the years the event has seen a growing participation of students and alumni as well as guests from other prestigious European Business Schools.

WOMEN & MONEY

An event aimed at highlighting the most concrete face of gender (dis)parity and demonstrating that International Women's Day is not just a day for formal statements of principles.

STUDENT CLUBS

PROFESSIONAL

- ENTREPRENEURSHIP CLUB
- ETHICA CLUB
- FINANCE CLUB
- HEALTHCARE CLUB
- INDUSTRY & OPERATIONS CLUB
- LUXURY ARTS CLUB
- MANAGEMENT & CONSULTING CLUB
- OUT LGBTQ+ CLUB
- TECH & MARKETING CLUB

SOCIAL

- RUNNING CLUB
- SAILING CLUB
- SKI CLUB

MORE



INTERNATIONAL COMPETITIONS AND NETWORKING EVENTS

Sponsored by global companies in the healthcare, consumer goods, consulting or venture capital sectors, global contests encourage the most ambitious candidates of International top Business Schools to engage in a fair but tough competitions on business cases.

Winning teams get great visibility and often gain a fast track to a summer internship.

Some of the most popular case competitions include the **International Finance Competition**, as well as the **Alira Health & SDA Bocconi Healthcare Case Competition**, and **IMAGINE BOCCONI**, a 5-day hackathon to generate disruptive innovation, start-up ideas and business solutions in various strategic sectors.

Moreover, **Career Service** partners with **MBA student clubs** to organize **networking events, Career Days** and **round tables** with key stakeholders – CEOs, top executives, entrepreneurs, etc. These events are open to the entire SDA Bocconi community, and leverage student networking skills and energy to generate extremely engaging discussions about contemporary business topics.

Recent highlights include:

- The 4th edition of the **FASHION AND LUXURY CAREER DAY**, where leading companies in the Fashion and Luxury sector had the opportunity to meet high-skilled and talented international students from our programs.
- **MLRF - MBA LUXURY & RETAIL FORUM**, an event during which a group of leaders at the forefront of the luxury revolution shared their success in embracing, leveraging, and driving change.



“The international mix of the MBA students' past work experiences provides a truly diverse sounding board for managerial practices. Discussions for how to motivate employees, complete performance appraisals, and negotiate salaries are made richer by students relating their cross-cultural and home country experiences. Often these diverse experiences generate a fast-paced debate surrounding how to identify the best, most transferrable practices. As a professor, I appreciate both the breadth of these discussions and the openness that the MBA community cultivates to include diverse perspectives.

CASSANDRA RAE CHAMBERS • MBA Professor of Operations and Technology Management



BOCCONI ALUMNI

EVERYONE MATTERS

The Bocconi Alumni Community is available to the **over 110,000 Alumni** who have received a degree from Bocconi – more than **16,000 of them from the MBA** and Master SDA Bocconi programs – and to the Graduate, PhD and Master students. The Community's main objective is to spread the value of a shared experience and culture, and strengthen the ties among all alumni.

INTERNATIONAL NETWORK

SDA Bocconi Alumni live and work in more than 110 countries. The Alumni network is developing local chapters in a vast number of cities including Athens, Barcelona, Buenos Aires, Dubai, Frankfurt, Lisbon, London, Madrid, Mumbai, Munich, New York, Oslo, Paris, São Paulo, Shanghai, Tokyo, Zagreb and Zurich. In addition, there are a large number of more informal networks in other cities.

MORE

ALUMNI NETWORK

The MBA Community is also part of the Bocconi Alumni, which carries out many initiatives, in Italy and abroad, in order to achieve its objectives:

- 1 Encouraging the exchange of experiences and networking among Alumni.
- 2 Providing them with lifelong learning and career advice tools.
- 3 Gaining visibility and prestige for SDA Bocconi at the national and international levels.
- 4 Promoting international development and the growth of SDA Bocconi and Bocconi University.
- 5 Encouraging donations to the school from individuals and supporting fundraising activities that enhance bocconi initiatives.

Alumni activities are available at WWW.BOCCONIALUMNI.IT where you will find an online directory and names of Class Representatives, a calendar of events, newsletters, Chapters and Clubs news and many other Alumni targeted services.

BOCCONI ALUMNI COMMUNITY



The Bocconi Alumni Community is useful to its members and to the School, providing companies and institutions with the necessary tools to be able to create true business value.

RICCARDO MONTI • MBA 1989
Senior Partner and Managing Director,
The Boston Consulting Group
Past President, Bocconi Alumni Community

TAKE ACTION

MAKE CONTACT WITH SDA BOCCONI AND THEN MAKE AN EDUCATED CHOICE

MEET US IN YOUR REGION OF THE WORLD

To choose the MBA that best fits your profile and interests, attend a SDA Bocconi MBA recruitment event and/or set up an individual orientation meeting in one of the many locations around the world where our staff travels annually.

MORE

PROSPECTIVE CANDIDATE COUNSELING SERVICES

An even deeper introduction to the MBA would involve a visit to Milano where, in addition to an orientation meeting, you can sit in a lesson and get to know our MBA students. A visit devoted to you, to clear up any doubts.

To arrange an individual visit and/or attend a class, please contact:

md@sdabocconi.it Tel. +39 02.5836 3125

THE SELECTION AND ADMISSIONS PROCESS

Applications are reviewed on a rolling basis during the following date range:

Application Review Start Date: **OCTOBER 2020**

Application Review End Date: **JULY 2021**

THE SELECTION PROCESS STEP BY STEP

The MBA admission process is a rigorous one, designed not only to determine whether candidates are qualified for the MBA program, but also whether the program will meet each candidate's expectations and career goals.

Admissions requirements are:

- Application form
- Video pre-interview
- University degree
- Professional experience
- GMAT or GRE
- TOEFL/IELTS/CPE/PTE Academic
- Two letters of reference
- Interview

SUBMITTING YOUR APPLICATION

The application form is available exclusively online at:

www.sdabocconi.it/admissionsmba

For information about the selection process, please contact:

**SDA Bocconi Masters Division
Recruiting and Admissions Service
Via Sarfatti 10 - 20136 Milano, Italy
Tel: 39 02 5836 3115/3299/3215
admissions@sdabocconi.it**

SCHOLARSHIPS

TUITION FEES

HOW TO APPLY



YOUR SAFETY MATTERS

Since the beginning of the epidemiological emergency from COVID-19, safety and flexibility have been our guiding principles to ensure participants continuity of education including alternative ways of program delivery.

New national and local restrictions require that we migrate back from hybrid teaching to online platforms only. Consequently, starting from Friday, 6 November 2020 through Thursday, 3 December 2020, SDA Bocconi's Master's and Executive Open Programs will continue their teaching activities exclusively online, in compliance with rules and for the protection of the fundamental right to health of all citizens.



SAFETY, HIGHEST EDUCATION STANDARDS AND CUSTOMIZED SERVICE.

- 1. SAFETY.** From day 1 of the Covid emergency our activities never stopped. We immediately migrated all on-campus teaching and learning activities from in-person to distance learning platforms and methodologies to ensure a continuity of education. While executing this important learning journey through the use of digital technologies, we learned many lessons to plan future teaching and organizational activities. The current trend of the pandemic imposes greater attention and precautions, and the new indications provided by Health and Government require that we migrate back from hybrid teaching to online platforms only and that all SDA Bocconi's Master's and Executive Open Programs continue their teaching activities exclusively online.
- 2. HIGHEST EDUCATION STANDARDS.** Thanks to our longtime experience and our very well-trained teaching staff, during lockdown the School has always worked to ensure continuity of education through different distance-learning methods. Now more than ever, SDA Bocconi keeps offering an ideal learning environment for those who attend online lessons, thanks to camera systems that guarantee maximum visibility of teachers, board and audience in the classroom. When future decisions by national and local authorities, together with Covid-19 pandemic trends, give us a clearer picture of the months to come, we will assess the possibility of restoring the hybrid teaching format, including safe and compliant in-person activities. Meanwhile, our efforts will remain focused on ensuring that our teaching, learning and professional activities, while temporarily limited in terms of interpersonal relationships and exchanges, are as rich and effective as ever.
- 3. CUSTOMIZED SERVICE.** Our School is known for being especially attentive to people and offering customized services to its entire community. Now more than ever, we believe that participants and students should be at the center of all our activities. We aim at guaranteeing everybody physical safety and peace of mind, conditions that are necessary to successfully continue - or begin - the learning process.

If you have any specific questions or needs, please do not hesitate to contact us. All School staff, fully operational even during lockdown, will be happy to help you.

WELCOME TO SDA BOCCONI SCHOOL OF MANAGEMENT.



We thank our MBA Students and Alumni for their suggestions, testimonials and photographs contained in this brochure.



SDA BOCCONI SCHOOL OF MANAGEMENT

SDA Bocconi School of Management has been a leading institution in management training for over 40 years.

The School's mission is to help individuals, companies and institutions grow by promoting managerial culture, knowledge and innovation. MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy.

SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.

Choosing to study at SDA Bocconi in Milano means choosing a stimulating environment in Italy's entrepreneurial, industrial and financial capital - a gateway to Europe with a wealth of connections and opportunities. Milano is also synonym for culture, fashion, design, taste and the art of living.

SDA Bocconi has also launched the pan-Asian hub with the opening of SDA Bocconi Asia Center, which aims to enhance the School's global presence.



SDA Bocconi School of Management • Masters Division

Via Sarfatti, 10 - 20136 Milano, Italy

Tel: 39 02 5836 3125 • md@sdabocconi.it • www.sdabocconi.it

FOLLOW SDA BOCCONI ON:

