

# Business Education at the University of Bologna



# **mba**

**September 2012 - September 2013**





Since **1088**, people have come from all around the world to study in Bologna: a strategic crossroads in Europe, where science, technology and entrepreneurship meet values, culture and lifestyle.

At Alma Graduate School we blend our academic knowledge with the managerial experience and practice of the most **innovative** and successful Italian companies.

Students join an international community of Alumni, Executives and Professors. One year in our Business School is an unforgettable experience and the beginning of a lifelong membership in a powerful professional **network**.



# Becoming a leader

Do you have an academic undergraduate degree?

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Have you worked for at least two years?

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Are you fluent in English?

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Are you ready for a challenging year in a multi-cultural environment?

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If so, you are the right candidate to apply for this MBA and become a business leader.

# Program

For the 2012/2013 academic year Alma Graduate School offers an international MBA program with six concentrations:

- Brazil and Europe Business Relations
- China/Far East and Europe Business Relations
- Design, Fashion and Luxury Goods
- Food and Wine
- Green Energy and Sustainable Businesses
- Retail in the Banking and Financial Industry

All six concentrations share the following core General Management courses:

- Corporate Finance
- Corporate Strategy
- Financial and Managerial Accounting
- International Finance
- Leading People and Organizations
- Marketing Management

Following the completion of the shared portion of the MBA, participants will specialize in concentration-specific courses for the remaining two thirds of the program.

Please refer to the relevant concentration page for a listing of specific course offerings.



# Overview

**DURATION:** September 2012 - September 2013

**LANGUAGE OF INSTRUCTION:** English

**CANDIDATE PROFILE:**

25+ years old, 2+ years of experience, proficient in English

**APPLICATION DEADLINE:**

Round I: April 2nd, 2012

Round II: July 2nd, 2012

**START DATE:**

September 17th, 2012 (Italian courses – Icebreaking week)

October 1st, 2012 (MBA activities)

**TUITION FEE:** euro 27,000

**SCHOLARSHIPS, HONOR LOANS  
AND FINANCIAL AID AVAILABLE**

Find out more on: [www.almaweb.unibo.it/internationalmba](http://www.almaweb.unibo.it/internationalmba)

# Internship and career development

The program includes a 500-hour internship that will entail a project work designed to offer participants an opportunity to apply the specific competences acquired during the MBA, analyze actual problems, develop strategies and elaborate action plans together with senior managers and executives.

Our Career Development Department will help participants pursue their own career goals and will support them in the job seeking process in Italy and abroad.

Last year Alma's partners have been involved in the masters' activities in many different ways: participating in project works and lectures, offering scholarships, hosting our student internships or employing our alumni. Some of these companies are:

Alberta Ferretti Group • Allianz • Banca Findomestic • Banca Monte dei Paschi di Siena • Banca Popolare Emilia Romagna • Basf • Bonfiglioli Riduttori • Bosch • Brevini Fluid Power • BST - Banking Solutions & Technologies • Bvm Les Copains • Candy • Chloride • Cir Food • Conserve Italia • Coop Italia • Coop Ceramica Imola • Credito Emiliano • Crif • Dallara • Datalogic Group • Ducati Motor Holding • Eataly • Electrolux • Enel • Eni • Ernst & Young • Ferragamo • Ferrarelle • Ferrari • Fiat • Furla • GE-Nuovo Pignone • General Motors • Granarolo • Gruppo Ima • Gruppo Maccaferri • Gruppo Max Mara • Gruppo Sacmi • Gruppo UBI Banca • Guala Closures • Gucci • Indesit • Iveco • Kpmg • La Perla • Lamborghini • Limoni • Liu Jo • Lombardini • Magneti Marelli • Mandarin Duck • Maserati • Nike • Otis Group • Piaggio & C • Piquadro • Pirelli • Powertrain Europe • PricewaterhouseCoopers • Regenesi • Saeco • Scm Group • Sergio Rossi • Sigma • Technogym • Telecom • Tetra Pak • Toyota • Trevi Group • Unicredit Group • Valsoia • Vicini Zanotti • Yoox



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# Brazil and Europe Business Relations

The Brazil and Europe Business Relations concentration is focused on the Brazilian market, its dynamics, major players and agents. Participants will be able to develop new perspectives looking at issues using a multifaceted approach, play a key role in the development of the Brazilian and European markets, promote new projects of cooperation between Brazilian and European companies and institutions, developing new ideas and identifying new resources and opportunities.

Specialized courses:

- **Business Development Laboratory**
- **Cross-cultural Management**
- **Europe-Brazil: EU-Mercosul Regulation**
- **Financial and Banking System in Europe and Brazil**
- **Industrial History and Development in Europe and Brazil**
- **Industrial Investments in Europe and Brazil**
- **International Production and Logistics**
- **Retail Structure and Behavior in Europe and Brazil**

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# China/ Far East and Europe Business Relations

The MBA China/Far East and Europe Business Relations concentration will not only focus on rules and strategies that need to be applied on both Asian and European markets but it will also give the instruments to put together firms leveraging on the differences and similarities from each context. The aim of this MBA is to teach how build bridges between Asia and Europe.

Specialized courses:

- **Business Development Laboratory**
- **Cross-cultural Management**
- **Europe-China/Far East: Law and Regulation**
- **Financial and Banking System in Europe and China/Far East**
- **Industrial History and Development in Europe and China/Far East**
- **Industrial Investments in Europe and China/Far East**
- **International Production and Logistics**



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# Design, Fashion and Luxury Goods

The Design, Fashion and Luxury Goods concentration offers a unique opportunity to blend theory with experience thanks to the exclusive knowledge of the most successful Italian companies in these sectors. Participants will be able to experience first-hand the specific knowledge that Italy has developed in the design, fashion and luxury goods world joining creativity, style and unique managerial practices.

Specialized courses:

- **Business Development Laboratory**
- **Cross-cultural Management**
- **Fashion Tradition and Products: Clothing and Leather Goods**
- **Gemology and Watches**
- **Industrial Design and Branding**
- **International Production and Logistics**
- **International Trade**
- **Luxury Goods: Boats, Cars and Motorbikes**
- **Parfumes and Eyewear**



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# Food and Wine

The Food and Wine concentration is focused on the exclusive knowledge of the most successful Italian enterprises in the gastronomy and enology sector, drawing upon Italy's rich tradition and successful practices, also thanks to the top quality of its local products. Participants will be able to import the "Cucina Italiana" brand all over the world, running horeca, managing food processing companies and trading Italian food worldwide.

Specialized courses:

- **Brand Communication and Reputation Management**
- **Cross-cultural Management**
- **Food and Wine Cultures**
- **Food and Wine Distribution and Retail**
- **International Trade**
- **Management and Creativity in the Restaurant Industry**
- **Management of Agri-food Companies**
- **Sustainability Agriculture and Tourism**

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FOOD TREND  
FOUNDATION







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# Green Energy and Sustainable Businesses

The Green Energy and Sustainable Businesses concentration is designed to seek solutions that successfully address the triple bottom line: financial viability, ecological sustainability, and social equity. Participants will be engaged in a stimulating learning environment where people with strong environmental and social values integrate the development of entrepreneurial and corporate venturing skills with the building of critical thinking and leadership competences.

Specialized courses:

- **Business Ethics**
- **Corporate Social Responsibility**
- **Cross-cultural Management**
- **Environmental Law**
- **Global Technology Management**
- **Green Strategy and Sustainable Development**
- **Measuring Sustainable Performance**
- **Planning and Launching Green and Sustainable Businesses**
- **Sustainable Operations Management**

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The Retail in the Banking and Financial Industry concentration is focused on retail management in a world where banks and financial companies are focusing on retail activities to face the new challenges in the global industry. Participants will gain all the knowledge, competence and strategic thinking needed to improve their managerial career in the banking and finance sectors thanks to a unique opportunity to mix knowledge, analytical approach and problem-solving skills.

Specialized courses:

- **Bank Risk Management**
- **Behavioral Finance**
- **Business Development Laboratory**
- **Central Banking and Monetary Policy**
- **Consumer Analysis**
- **Customer Satisfaction**
- **Fixed Income and Financial Derivatives**
- **Foundation in Banking I**
- **Foundation in Banking II**

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# Retail in the Banking and Financial Industry



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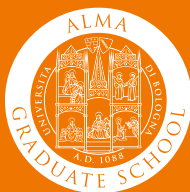
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