

For people who just won't stop.

1-Year Full-Time mba

2013 | 2014





From the very first day, you are pushed towards your limits. I lived an inspiring life experience which gave me a new spirit to face every future professional challenge, in terms of networking opportunities, skills, knowledge and self esteem. One of the best choices in my life.

Riccardo Capretti | MBA 2011 | Italian
Instock Manager, Amazon.it, Luxembourg

The SDA Bocconi MBA Program is waiting for you



“

The SDA Bocconi MBA opens a window onto a world of extraordinary cultural diversity and creativity while providing a unique opportunity to obtain the highest level of academic and professional training. I personally hope that you will join us for this exciting experience and look forward to welcoming you to Milano and to SDA Bocconi.

Alberto Grando | Dean,
SDA Bocconi School of Management

Your partner for building your future

The SDA Bocconi MBA is designed to build responsible, reliable and effective business leaders. It gives you the chance to boost your current career path or change to a new one by nurturing your personal growth and fostering professional development.

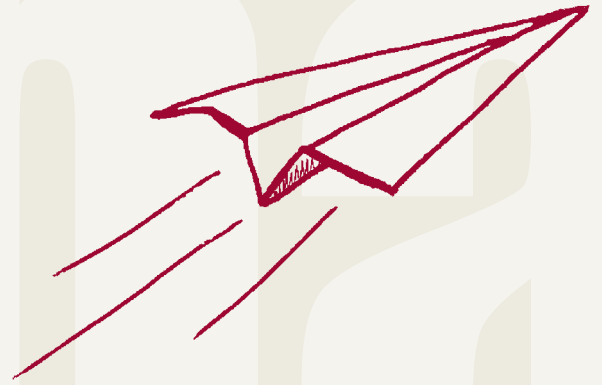
It offers you the experience, the international outlook and the multicultural environment essential for an international career in a global economy. It gives you the opportunity to become part of the SDA Bocconi student and alumni community, a network of long-lasting relationships.



Your SDA Bocconi
MBA Program will be
a great life experience which
will empower your future.
With imagination,
enthusiasm and passion.

Bruno Busacca | Director, Masters Division,
SDA Bocconi School of Management

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I am here at SDA Bocconi for the same reason that so many talented MBA students come here from all over the world: we combine the rigour and relevance of a globally-oriented MBA program with the charm and cultural richness of Italy's leading center of commerce and design.

Robert Grant | SDA Bocconi MBA Professor
in Strategic and Entrepreneurial Management

Why choose the SDA Bocconi MBA?

1 Best value for money

The SDA Bocconi MBA places 1st in the world as the investment in MBA training which pays itself back most quickly. This is according to the latest *Bloomberg Businessweek's* ranking of return on investment (ROI, the average time graduates need to earn back tuition fees) for the best MBA programs around the world.

Furthermore, the SDA Bocconi MBA 1-year format will maximize your investment by decreasing your time away from the workforce while requiring you to manage a busy schedule in an intense program structure.



“

For me obtaining my MBA from SDA Bocconi was the best way to be exposed to the European business markets. It was by far the best career decision I've made!

Jill Vasant
MBA 2012 | U.S.

Taking the SDA Bocconi MBA is like traveling around the world, with the benefit of increasing your market value at the same time.

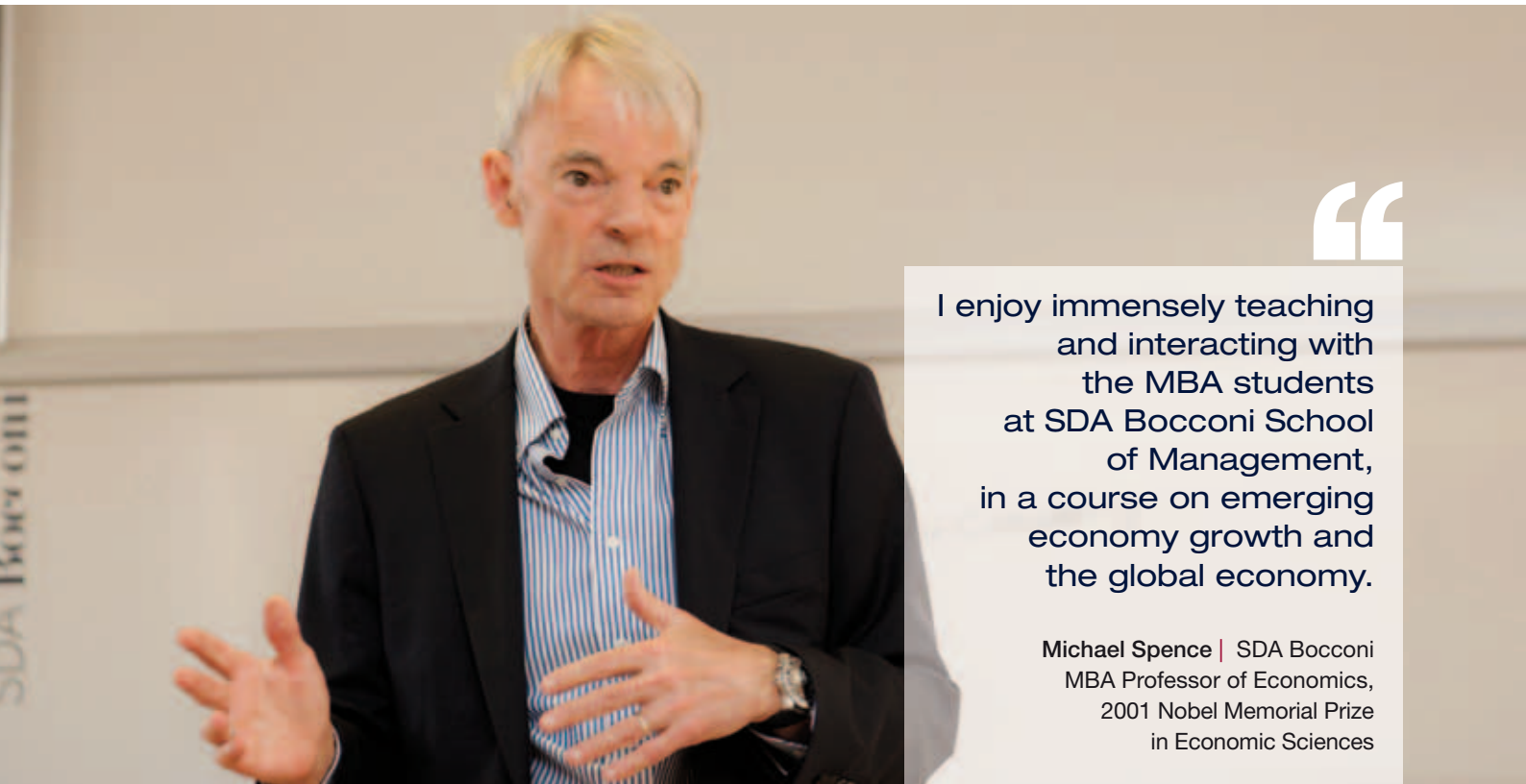
Marco Boehler
MBA 2011 | German/Italian
General Manager Football
AGS Nike, Germany

”

Management excellence

SDA Bocconi School of Management is part of Università Bocconi: the only International University specialized in teaching business and economics, Università Bocconi is one of Europe's oldest and most prestigious business education institutions.

2



“

I enjoy immensely teaching and interacting with the MBA students at SDA Bocconi School of Management, in a course on emerging economy growth and the global economy.

Michael Spence | SDA Bocconi
MBA Professor of Economics,
2001 Nobel Memorial Prize
in Economic Sciences

“

SDA Bocconi fulfilled all my expectations: practically oriented courses, a highly stimulating intellectual environment and a first rate managerial education.

Amir Jacobi | MBA 2009 | Israeli | Investment Analyst, 3TS Capital Partners, Austria



The SDA Bocconi MBA program is naturally 2.0. This is the ideal program for any manager willing to build a strong background to project it into a challenging multichannel future.

Emanuela Prandelli | SDA Bocconi
MBA Professor of Marketing



3

Practical and applied knowledge

The curriculum is designed to give you the theoretical knowledge for managerial excellence, while a practical perspective within the program enables you to test knowledge gained and skills learned in the classroom.

We prepare future leaders to be ambidextrous, capable of blending an in-depth understanding of today's situation with a coherent vision for tomorrow.

4

Small & Smart

With just about 100 MBA students, the program demands a heavy investment in relationships and a commitment to cooperation and team-oriented work. This environment results in bonds built with classmates, faculty and alumni that will last a lifetime.



The small size of the MBA gives a great advantage in terms of building connections with everyone and provides a strong sense of belonging to SDA Bocconi and colleagues equally.

Christopher Milan | MBA 2012 | Belgian/Lebanese

”

“

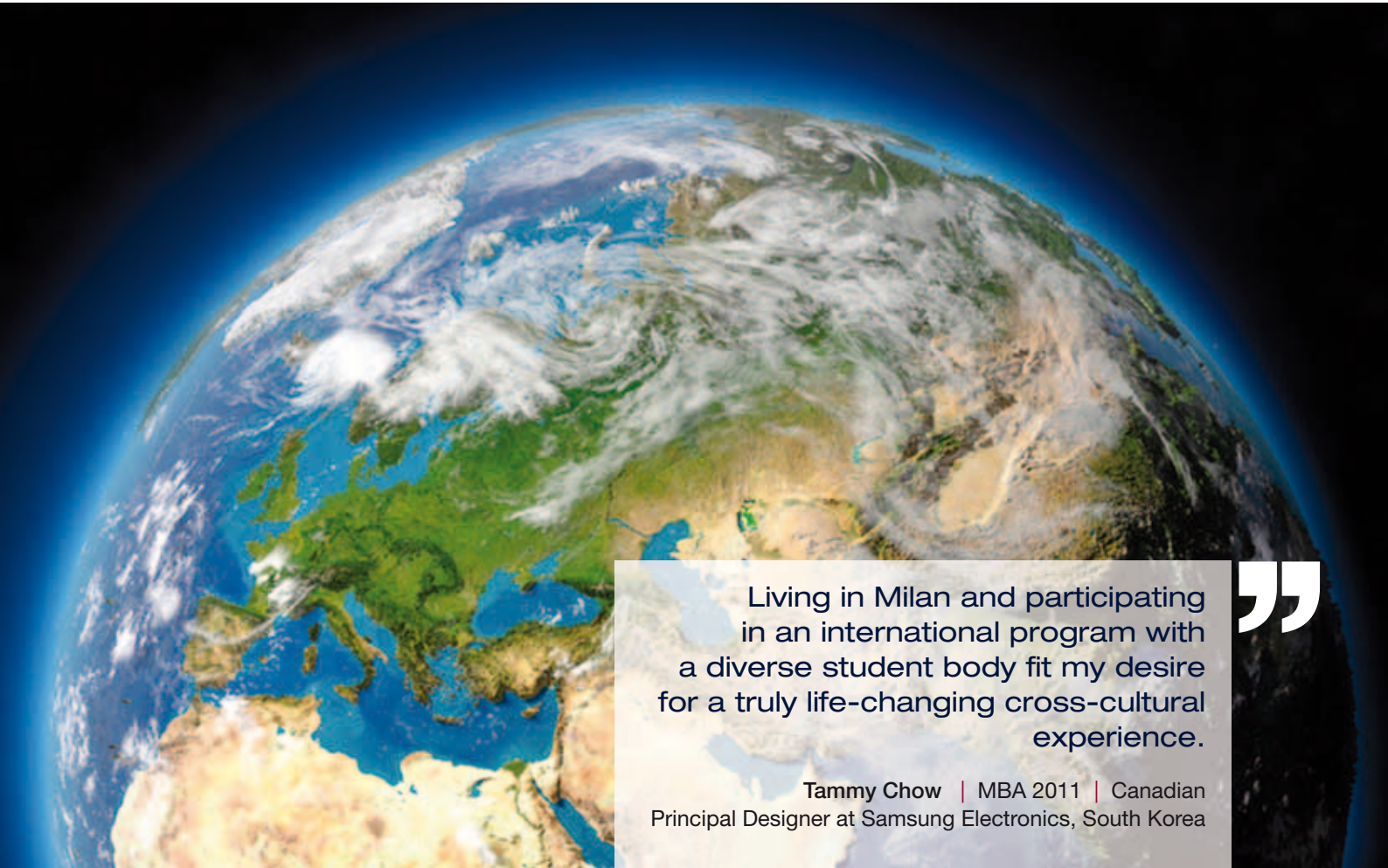
With just over 100 students you get the personal attention that you need to succeed. From your professors to the Career Service staff, someone is always there to listen to your concerns and help you advance your skills and career.

Leon Scott Callender | MBA 2012 | U.S.

5

International class

The spectrum of nationality, age, gender, professional experience and academic background of our MBA class brings energy and fruitful exchange that few MBA programs can offer. 83% of SDA Bocconi MBA students come from over 30 different countries, a real advantage for modern MBAs, who will be working in big multinationals and must learn to deal with a variety of cultures.



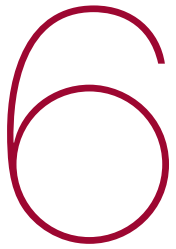
Living in Milan and participating in an international program with a diverse student body fit my desire for a truly life-changing cross-cultural experience.

Tammy Chow | MBA 2011 | Canadian
Principal Designer at Samsung Electronics, South Korea



It's enriching and it's global: you learn a lot and you meet people from all around the world.

Tanya Buhnik | MBA 2009 | Italian
EMEA B2C Digital Marketing Manager, Johnson & Johnson Vision Care, UK



Strategic location

An International MBA in Milano means the best mix of style, innovation, leisure, people and places. Milano will be your campus - a city at the center of the European industrialized belt and of Italian business and finance. The hub of fashion, creativity and design, with a great potential for contacts and careers.



Another asset of SDA Bocconi is its great location: Milano. Italy's most important industrial and financial center, Milano is a vibrant international city renowned for its cultural richness and stylish lifestyle, and it's conveniently located close to many other interesting sites.

Tomás Barrandeguy | MBA 2001 | Argentinean
Sourcing Manager Fibria Celulose, Brazil

Milano's creative atmosphere, combined with the pragmatic academic legacy of SDA Bocconi, provide a unique blend in the molding of tomorrow's leaders.

7

Cultural development

Growing professionally also requires cultural growth. You will widen your interests and catch the opportunity to immerse into Italy's unparalleled wealth of cultural heritage. You will open your horizons and absorb the educational power of the arts.

The SDA Bocconi MBA was my entrance into fascinating Italian culture, through which I found my dreams, my aspirations and my real self.

Lili Qin | MBA 2011 | Chinese
Assistant General Manager,
CHINA CITIC Medical & Health Group, China

”

Opera and music, iconic food, exquisite wines, countless works of art are some famous elements of Italian culture, which you can experience to add value to your growth.



The city and the institution both represent learning laboratories for ambitious candidates eager to improve skills and expand career opportunities, thanks to our practical and innovative program, designed specifically around the most advanced techniques in business and social sciences.

Gianmario Verona | MBA Director,
SDA Bocconi School of Management

A successful learning model

The structure of the program is demanding and requires participants to be fully committed, but in turn provides the necessary edge to learn and develop the right skills, tools and command over processes. Active methodologies are used throughout the program. Case analysis and discussion play a significant role, together with traditional lessons, guided discussions, practical exercises, business games, simulations, first-hand business experiences, individual projects, group work, workshops and seminars.



Professors, seminars and group-works have taught me the practical and technical knowledge to improve my business abilities, pushing me every day out of my comfort zone as a way to go beyond my limits.

Gabriele Caponcello | MBA 2012 | Italian

MORE THAN LECTURES

Your schedule is always tight, full of commitments and opportunities. There is much more than lectures, teamwork on class assignments and business cases. Meetings with famous guest speakers, company days, company interviews, outside visits or in-company projects, club activities and the various sports and social events will keep you constantly busy throughout the program.

YOUR EVALUATION

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 should meet all School requirements. Exceptional students are awarded the Cum Laude Honours.

mba timetable

	September	October	November	December	January	February
Pre-Courses	Accounting Economics Quantitative Methods Italian					
Opening Week						
Core Courses		Introductory Term	Fall Term	Winter Term		
Planning & Innovating		Managerial Economics Competitive Strategy	Macroeconomics Marketing Strategy	Corporate Strategy Marketing Management		
Controlling & Investing		Financial Reporting and Analysis Financial Markets and Institutions 1	Financial Planning and Capital Budgeting Financial Markets and Institutions 2	Corporate Finance 1 Management Control 1		
Leading People and Processes			Organizational Behavior Decision Analysis	Human Resource Management Operations Management 1 Quantitative Methods for Management		
Seminars Soft Skills & Values		Project Management	Negotiation	Leadership		

SkillsTrial

Summer Projects

Students must complete one of the four project options.

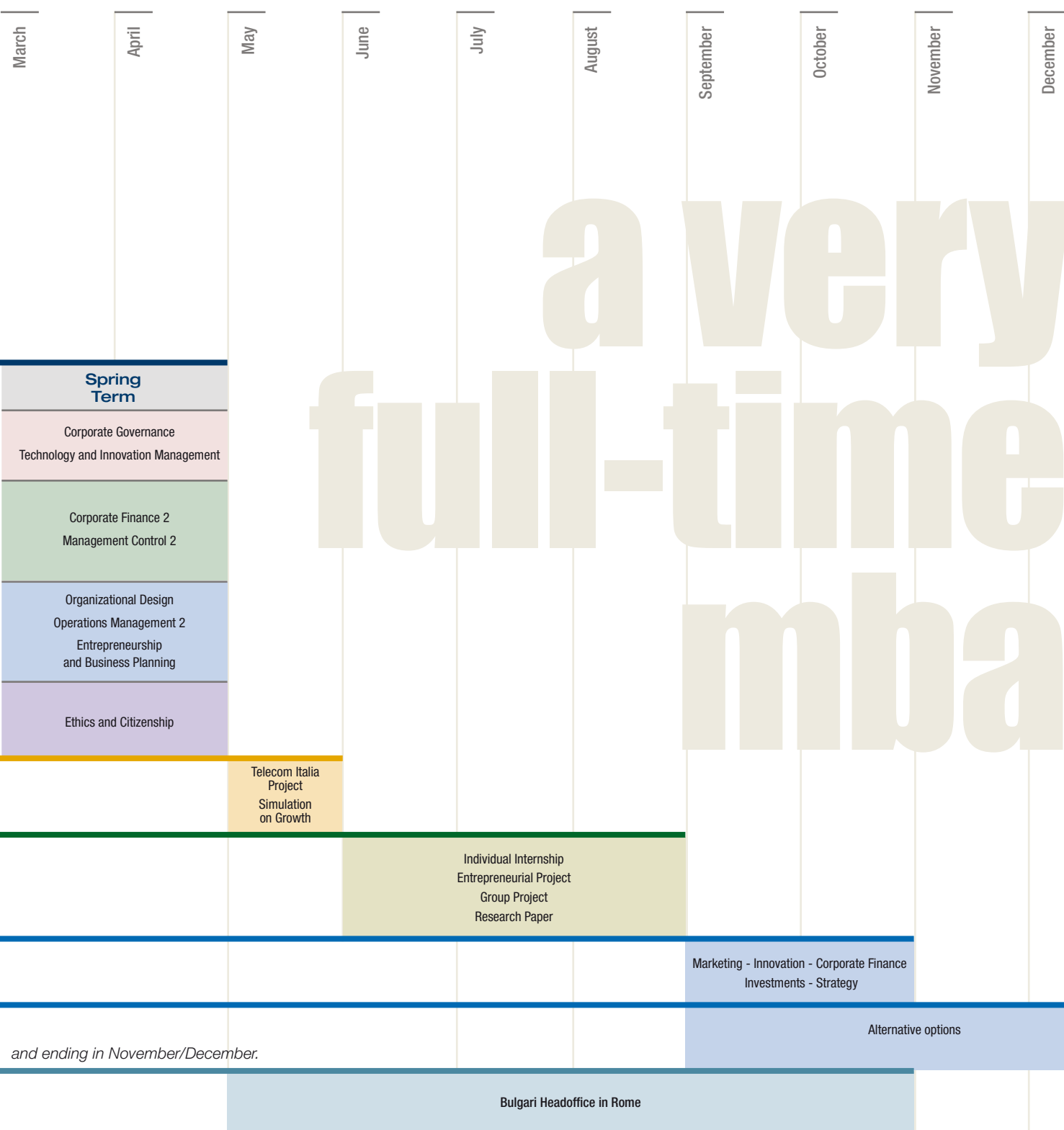
Concentrations

International Exchange Program

Owing to the varying schedules of partner Universities, outgoing students may be involved in the Exchange Program starting from September/October

Track in Luxury Business Management

Commencement Day



a very full-time mba

and ending in November/December.

Basic knowledge for all

OPTIONAL MBA PRE-COURSES

To provide some common basics for students entering the MBA Program, during the month prior to the official start of the Program the School offers a package of MBA pre-courses. These courses include **Accounting, Economics and Quantitative Methods** (see pag 40 for detailed costs).

They are not compulsory for all students, but may be required for those without a background in economics and management. The MBA pre-courses are delivered either through distance learning platforms (students study on their own, using materials provided by the School) or in classes at SDA Bocconi.

After the pre-courses, all MBA students (whether or not they enrolled in the pre-courses) are required to take a test to assess their level of knowledge of basic MBA subjects.



ITALIAN LANGUAGE

You do not need to know Italian to attend our MBA, but you may not want to miss such a great opportunity to improve your language abilities.

Pre-Course

Among the pre-courses, you may take the optional intensive Italian for Foreigners course in September.

During the Program

From October to June we offer a **free Italian course** for students to improve their language skills.



Opening week

Our MBA Program starts with the Opening Week, a fast forward into the MBA program. In one week you are expected to understand and live the essence of your upcoming year.

The opening week is structured into five days:

Day One

Opening ceremony and welcome dinner

The first day celebrates the kick-off of the program with SDA Bocconi management, faculty, staff, and a group of alumni that will welcome you on board.

Day Two

Know your School

The second 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.

Day Three

Know yourself and your class

The third day is about experiencing the international environment of your class and getting acquainted with the different cultures and habits of your classmates.

Day Four

Know your career

In the fourth day you will have the chance to interact with a sampling of key stakeholders for your future career: recruiters, career service, and alumni.

Day Five

Know your MBA

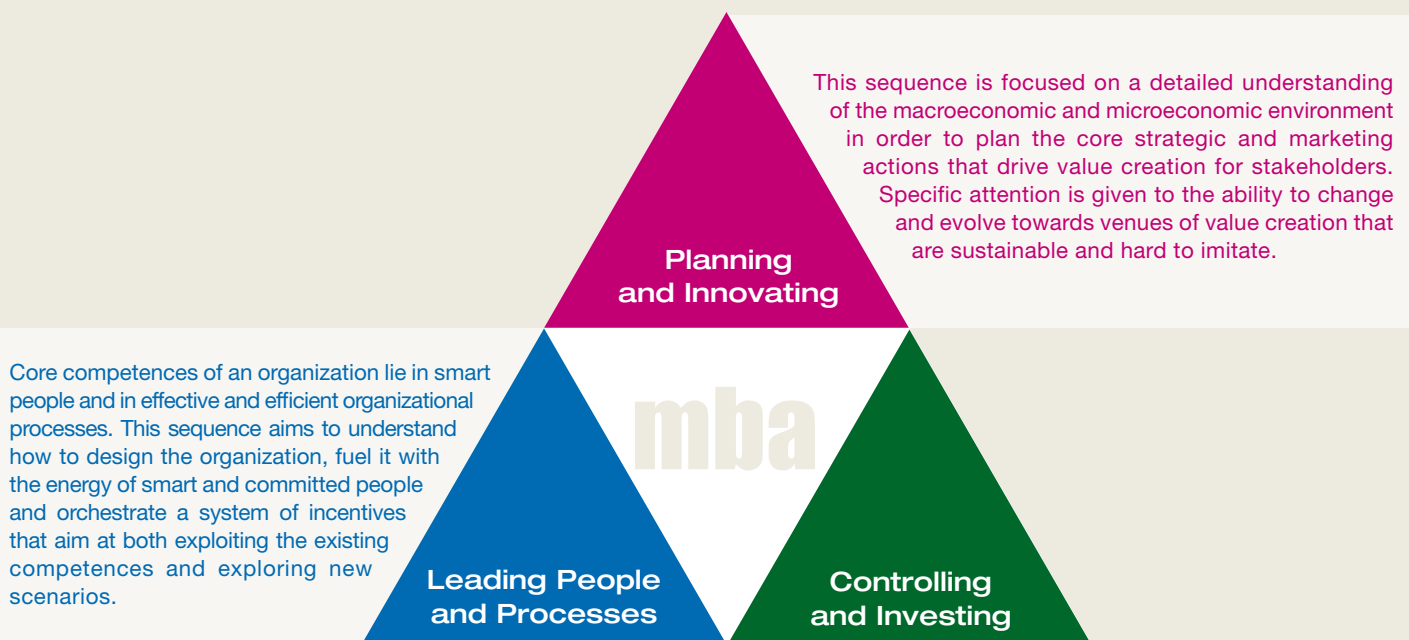
The last day of the opening week is based on a typical MBA day in which you will take part in a classic case-based MBA session and an off-campus visit to a firm.

your mba begins

Our MBA program cornerstones

CORE COURSES AND SEMINARS

Our MBA program is organized around three cornerstones, which represent the competence requirements of a global manager



Measuring the value produced by an organization is the starting point to understand the opportunities it faces and the investments it can sustain. Starting from a thorough understanding of financial markets and financial tools this second sequence provides a 360° degree coverage of management accounting, corporate finance and financial institutions.

At the bottom of our triangle lies the absorptive capacity of

Soft Skills and Values

Modern managers succeed because of their competences but also because of their soft skills and values. The ability of communicating, managing teams and projects, leading people are fundamental elements that complement the competence sphere and that are covered by this sequence of seminars. The values that inspire a manager are also a crucial element in the global economy.



I see many students every year, at all levels: undergraduates, PhD's, MBA's, from many countries and from all walks of life. I have no doubts: the class I enjoy the most, and that I find more challenging, is my macro MBA class at SDA Bocconi.

Francesco Giavazzi | SDA Bocconi MBA Professor of Macroeconomics



Discussing with MBA participants the main events and hot topics of the financial crisis and of the related governance issues is a stimulating and enriching experience. The discussions are always lively and constructive.

Andrea Sironi | Rector Università Bocconi, SDA Bocconi MBA Professor of Financial Markets and Institutions

Special initiatives for you

A Cocktail with

A Cocktail with is a seminar series organized by the Full-Time MBA Program in which an influential scholar presents a rigorous research project which is highly relevant for the business community.

Some of the seminars presented for the Class of 2012 have been:

SOVEREIGN DEBT CRISIS

Guido Tabellini,
Former Rector Università Bocconi

The seminar reviewed recent research on sovereign debt crisis, and commented on the ongoing crisis in the Euro area in light of this research insights.

BANK CAPITAL AND CONTAGION

Andrea Beltratti,
Chairman of the Management Board, Intesa Sanpaolo,
Professor of Finance, Università Bocconi

The seminar discussed the evolution of the international banking sector during the crisis, with particular emphasis on contagion during the crisis of the euro-area.



“

It was great to mingle with our professors and staff from SDA Bocconi participating in the event, discussing the topic, and catching-up over a casual aperitivo.

Cassandra Adamofsky
MBA 2012 | U.S./German

“

Prof. Tabellini's brilliant presentation enlightened us with hints that help us understand some critical yet hidden truths regarding sovereign debt crisis that no media would ever discuss.

Olivier Gillet | MBA 2012 | French

A Movie with

A Movie with is an event organized by the Full-Time MBA program: members of the Full-Time MBA Faculty will watch a movie with students and discuss important implications in terms of leadership, ethics, and practices that characterize business in different industries.

Some movies presented for the Class of 2012 have been:

IL GIOIELLINO

Watched with:

Andrea Sironi, Rector Università Bocconi,
SDA Bocconi MBA Professor of Financial Markets and
Institutions

Francesco Daveri, SDA Bocconi MBA Professor
of Macroeconomics

The movie, directed by Andrea Molaioli (Italy, 2011), is based on the Parmalat case, one of the largest bankruptcy in European history. Set in a provincial Italian town, it describes the mechanism that drove the CEO and CFO of Parmalat (Leda in the movie) to hide a huge debt.

It tells about the fall of men who thought themselves to be untouchable, it tells of managers unsuited to lead such a growing company and its growing debt.

INSIDE JOB

Watched with:

Robert Grant, SDA Bocconi MBA Professor
of Strategic and Entrepreneurial Management

Stefano Gatti, SDA Bocconi MBA Professor
of Banking and Insurance

The movie is a 2010 documentary film about the late-2000s financial crisis directed by Charles H. Ferguson. The film is described by Ferguson as being about “the systemic corruption of the United States by the financial services industry and the consequences of that systemic corruption”. In five parts, the film explores how changes in the policy environment and banking practices helped create the financial crisis. The film was screened at the 2010 Cannes Film Festival in May and won the 2010 Academy Award for Best Documentary Feature.



Hands-on experience is essential

SUMMER PROJECTS

June is the time to apply what you have learned in the classroom to real life. From eight to twelve weeks between June and August you tackle actual business problems in one of the following activities:

Individual Internships

Our Career Service team manages relationships with a vast network of international recruiters of all industries who will interview and select students for individual internship projects. Career Service also partners with students who want to search projects on their own, providing advice and facilitating contacts.

Entrepreneurial Projects

Do you have a cool business idea or a family business to expand? Under the supervision of a professor in entrepreneurship you will create your own business plan, organize a start-up or contribute to a company business development project.

Group Projects

Through Career Service, some companies may offer students the chance to develop a full-scale consulting project. Students work as a consulting team in groups of three to five, supervised by a Faculty Tutor, to deliver innovative and actionable solutions to their “clients”.

Research Papers

Do you enjoy analyzing and exploring business issues in-depth? You may submit a research proposal to the MBA Director and get the chance to write an original research paper under the supervision of a Faculty member.



You start thinking about the next steps in your career, especially during the summer internship search period: this will all become relevant in your career, as you become a global professional, as well as in your personal growth.

Arianne Orillac Martinelli
MBA 2009 | Panamanian/Italian
Jr Brand Manager Diabetes, Eli Lilly, Italy

Selection of Companies offering Summer Projects

MBA CLASS OF 2012

Banking and Financial Services

Arcadia SGR
Asian Development Bank
Bain Capital
Banco Santander
Bank of America Merrill Lynch
Barons Financial Services UK
Bloomberg L.P.
BNP PARIBAS - BNL
Cassa Depositi e Prestiti
CITIGroup
ConTe/ Admiral Group
Credit Suisse
Deloitte FS
Eurasia Capital Management
FIMBank
Forum Family Office
FSA - Financial Services Authority
Goldman Sachs
Gradiente SGR
Gualtieri & Associati
IMI Fondi Chiusi
ING Direct
Lazard Italia
Nomura
Pala Investments AG
SeedLab
Schroders

Silk Road Management
Standard Chartered Bank
UniCredit

Consulting

a-connect
Accenture MC
AlixPartners
Alvarez & Marsal
Alwen International
A.T. Kearney
Bain & Company
Booz & Company
CMC Consulting
McKinsey
Porsche Consulting
Roland Berger
Studio & Partners
The Boston Consulting Group
Value Partners
ZS Associates

Consumer Products/ Luxury/Fashion/Design

AB InBev
adidas Group
Guess Europe
L'Oréal
Louis Vuitton

Luxottica
Mars
McArthur Glen
Oriflame Cosmetics AB
Scarosso
SIGG
Vertime S.A. (Timex Group)

Energy & Utilities

Autostrade per l'Italia
Edison
Enel
Petrobras Brazil

Healthcare/Pharma/ Agribusiness

Abbott Laboratories
Amgen
Becton Dickinson
Chiesi Farmaceutici
Icap Sira
Johnson & Johnson
Lilly
Shire Pharmaceuticals

Industrial Products

Bosch
Everel
Kerakoll

Indesit
Monier
Tetra Pak

Non Profit Organizations

Fondazione Ambrosoli
Fondwa – University of Fondwa
Optness Institute
UnAltroMondo Onlus

Sport

Internazionale Milano FC

Technology/ Telecommunications/ E-business/Media

Amazon Corporate
Google
Ince Corporation
Infineon
Infosys Technologies
Invensys Controls
Mediaset
Samsung Electronics
SKY Italia
SNAI
Vodafone

SUMMER PROJECTS STATISTICS

MBA CLASS OF 2012

Individual Internships **83%**

Projects within the Track
in Luxury Business Management

Entrepreneurial
Projects

6%

11%



It has been an awesome start. Amazing people and amazing work. I happen to share the work floor with the Board of Directors and the exposure has been immense.

Balu Mahendra Challagundla
MBA 2012 | Indian | Summer
Intern Vodafone Italy, Milano

It is time to personalize your development

CONCENTRATIONS

In the final two months of the program 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 three main and two niche Concentrations, covering the most important fields in management.

Students are required to take one main and one niche Concentration. The most recent elective courses offered were:

MAIN CONCENTRATIONS

September to Early October

Marketing

- Channel and Brand Management
- Customer Value Management
- Digital and Interactive Marketing
- A Quantitative Approach to Marketing
- Regulations and Antitrust

Corporate Finance

- Structured and Project Finance
- Mergers and Acquisitions
- Derivatives in Corporate Finance
- Private Equity and Corporate Restructuring
- The Practice of Finance

Strategy

- Corporate Political Strategies
- Going Global: Internationalization Strategies
- Strategic Decision Making
- Corporate Development Strategies: Mergers, Acquisitions and Partnerships
- Change and Organizational Renewal Strategies

NICHE CONCENTRATIONS

Final 2 weeks of October

Innovation

- New Product Development and Design
- Ideating and Marketing New Products

Investments

- Asset Management
- Real Estate Investment

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

Accounting is “the language of business”. That is the reason why we care about making connections with other subjects taught during the MBA and with real life examples: financial accounting and management accounting are best understood when they are integrated into the “big picture”.

Ariela Caglio | SDA Bocconi MBA
Professor of Accounting



Your opportunity to experience another prestigious Business School

INTERNATIONAL EXCHANGE PROGRAM

As a major international school of management, SDA Bocconi is engaged in an active and prestigious network of exchanges, collaborations and interactions with peer institutions. The International Exchange Program offers selected candidates the opportunity to spend the last months of the program at another top business school.

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.

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



Three months "in the woods," exceptional academics, the opportunity to meet CEOs from the most prominent US companies, but also friends, parties and memories that I will keep with me for the rest of my life. I am grateful to SDA Bocconi for this opportunity that I would recommend to anyone.

Giovanna Culot | MBA 2011 | Italian | SDA Bocconi Outgoing Exchange Student
Tuck School of Business at Dartmouth

INTERNATIONAL EXCHANGE PROGRAM PARTNERS*

Europe

ESSEC Business School
(Cergy-Pontoise, France)

HEC Paris (Jouy-en-Josas, France)

IE Business School (Madrid, Spain)

KOC University Graduate School of
Business (Istanbul, Turkey)

London Business School (London, UK)

Manchester Business School, University
of Manchester (Manchester, UK)

Rotterdam School of Management,
Erasmus University
(Rotterdam, The Netherlands)

United States

Babson College (Babson Park,
Massachusetts)

Fisher College of Business,
Ohio State University
(Columbus, Ohio)

The Fuqua School of Business,
Duke University
(Durham, North Carolina)

Samuel Curtis Johnson Graduate
School of Management, Cornell
University (Ithaca, New York)

Kellogg School of Management,
Northwestern University
(Evanston, Illinois)

Tuck School of Business at Dartmouth
(Hanover, New Hampshire)

UCLA Anderson School of Management
(Los Angeles, California)

UNC Kenan-Flagler Business School,
University of North Carolina
(Chapel Hill, North Carolina)

The University of Chicago
Booth School of Business
(Chicago, Illinois)

Warrington College of Business
Administration, University of Florida
(Gainesville, Florida)

Wharton, University of Pennsylvania
(Philadelphia, Pennsylvania)

Canada

Rotman School of Management,
University of Toronto (Toronto, Ontario)

Sauder School of Business,
University of British Columbia
(Vancouver, British Columbia)

Schulich School of Business,
York University (Toronto, Ontario)

Australia

AGSM MBA Program, Australian
School of Business,
The University of New South Wales
(Sydney, New South Wales)

Melbourne Business School,
The University of Melbourne
(Melbourne, Victoria)

Brazil

FGV-EAESP – Escola de Administração
de Empresas de São Paulo da
Fundação Getulio Vargas (São Paulo)

China

CEIBS – China Europe International
Business School (Shanghai)

Tsinghua SEM – School of Economics
and Management, Tsinghua University
(Beijing)

HKUST Business School - The School
of Business and Management, The
Hong Kong University of Science and
Technology (Hong Kong)

India

ISB – Indian School of Business
(Hyderabad)

Japan

Graduate School of International
Management, International University
of Japan (Niigata)

Keio Business School, Keio University
(Yokohama Kanagawa)

** This list may be subject to change, as well as the availability of exchange slots.*



mba

Those months at SDA Bocconi gave me the opportunity to study with a diverse student population from all over Europe and the world, exposed me to European business models by top professors and business leaders. As an international student who grew up on 4 continents, nowhere have I felt more at home than in Italy. Bocconi itself as a brand has been a great landing pad for me into the country due to its stellar reputation within Italy and Europe.

Suman Datta | Incoming Exchange Student 2011 | Indian
UCLA Anderson School of Management

Rome, Bulgari offices

TRACK IN LUXURY BUSINESS MANAGEMENT (LBM)*

In addition to the 5 functional-based Concentrations, the SDA Bocconi Full-Time MBA Program offers participants the possibility to further personalize their development through the sector-based Track in Luxury Business Management (LBM) in partnership with **Bulgari**, the renowned global player in the worldwide luxury market. The LBM track is held in Rome at Bulgari offices. The active involvement of Bulgari managers in the program assures an ideal interaction between theory and practice. **This unique track is the only one in Luxury Business Management within a top ranked International MBA.**

* In partnership with
BVLGARI

The Track structure, with course offerings, is as follows:

FOUNDATION COURSES

Mid-May to late June

- Fundamentals of Luxury Business Management
- Design Management and Architecture of Collections
- Product Development and Innovation
- Manufacturing & Supply Chain Management
- Sales & Channel Management
- Value Creation from a Customer Perspective

SUMMER PROJECTS

July to September

Field Projects in Bulgari or major Luxury Companies

ADVANCED COURSES

October

- Developing and Fostering Luxury Brands
- Family and Luxury Business Insights
- Strategic HR & Financial Issues in Luxury Business
- Business Game

 For more details www.sdabocconi.it/ftmba/lbm



The program is well designed to complement the generic management courses with a focus on the specificities of the luxury industry. The “LBM Track” gives a unique opportunity to get closer to the reality by attending classes in the professional environment of Bulgari offices in Rome, the Eternal City!



Guillaume Cousin
MBA 2012 | French
President of SDA Bocconi
Luxury Arts Club



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.

STUDENT PROFILE - MBA CLASS OF 2012

Participants

104

in two sections in English

Age

29 (average)

Professional experience

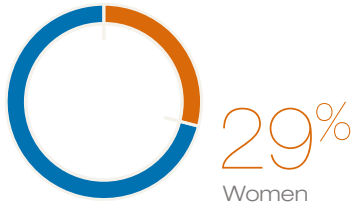
5 years (average)

Number of nationalities

34

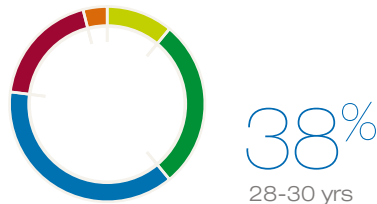
Gender

Women	29%
Men	71%



Age

<= 25 yrs	11%
26-27 yrs	28%
28-30 yrs	38%
31-33 yrs	19%
>33 yrs	4%



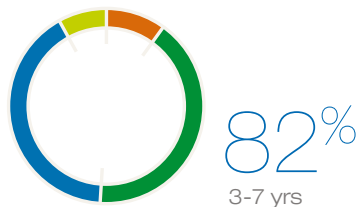
Degree

Economics	42%
Engineering	30%
Humanities	15%
Sciences	10%
Law	3%



Pre-MBA working experience

1-2	10%
3-4	41%
5-7	41%
>7	8%



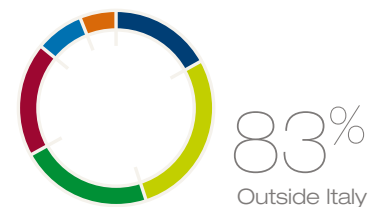
Professional Background before MBA

Services	27%
Industry	26%
Consulting/ Professional Services	22%
Banking/Finance/Insurance	12%
TLC / IT	5%
Other	8%



Geographic Origin

Italy	17%
Europe (excluding Italy)	28%
North America	22%
Asia	19%
Latin America	8%
Africa & Middle East	6%



Countries represented

Albania, Algeria, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Egypt, France, Germany, Greece, India, Iran, Italy, Japan, Kazakhstan, Lebanon, Mexico, Russia, Saudi Arabia, Serbia, Sierra Leone, Slovakia, South Korea, Spain, Syria, Turkey, UK, USA, Venezuela.

An all-round experience

MBA STUDENT CLUBS

The Clubs are a key component of the MBA experience. As student led organizations, they demand 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 meet and work together with alumni, teachers and the business world around areas of common interest.

STUDENT & ALUMNI CLUBS

- Divino Club (Wine, Culture and Tradition)
- Entrepreneur Club
- Ethica Club (Ethics and Corporate Social Responsibility)
- Finance Club
- Golf Club
- Luxury Arts Club
- Management Consulting Club
- Marketing Club
- Motor Club
- Sailing Club
- Ski Club
- Women-in-Business Club



MAIN CLUB EVENTS

The Rolex MBA's Conference and Regatta. This annual regatta is the most popular event organized by SDA Bocconi in partnership with Rolex and Yacht Club Italiano. 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 2012 edition of the regatta took place in Santa Margherita Ligure and Portofino. Through the years the event hosted schools such as Harvard, Tuck, Wharton and London Business School.

The MBA Ski Cup. The MBA Ski Cup was one of the main events of 2012. The 8th edition of the Ski Cup was held in Bormio. Through the years the event has seen a growing participation of students and alumni as well as guests from other prestigious European business schools.

One of the best experiences for me during my MBA was the Marketing Club.

My classmates and I got to explore many topics within marketing that interested us by inviting experts to speak for club events.

Clubs are a great opportunity to enhance your knowledge and network with industry leaders.



Leon Scott Callender
MBA 2012 | U.S.



We had won the race at the event that we had organized so hard for a full year. It was a milestone in my life, something I would never forget. If it is true that each one of us has 15 minutes of glory in his life, well those were mine.



Federico Albano | MBA 2010 | Italian President of SDA Bocconi Sailing Club and winner of 2010 Rolex Regatta

A living and lively Community forever

BOCCONI ALUMNI ASSOCIATION

Alumni are one of the greatest assets of business schools throughout the world. Bocconi Alumni Association (BAA) brings together more than 85,000 Alumni who have acquired a Bocconi Degree. Over 9,000 come from SDA Bocconi MBA and Master's Programs.

BAA Bocconi Alumni Association carries out many initiatives, in Italy and abroad, in order to achieve its objectives:

- encouraging the exchange of experiences and networking among Alumni;
- providing them with Continuous Learning and Career Service tools;
- gaining visibility and prestige for SDA Bocconi at the national and international levels;
- promoting international development and the growth of SDA Bocconi;
- encouraging donations to the School from individual members and supporting fund-raising activities that enhance Bocconi initiatives.

Alumni activities are available at www.alumnibocconi.it where you will find an online directory and names of Class Representatives, a calendar of events, newsletters, Chapter and Club news, and many other Alumni targeted services.

AN INTERNATIONAL NETWORK

Bocconi and 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.



Our mission is to be a positive force in society, capable of mobilizing the maximum energy of people who grow culturally and professionally within the Bocconi world.

Pietro Guindani | Economics 1982
President, Vodafone Italia | President, BAA

BAA network 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 & Managing Director,
The Boston Consulting Group, Italy | Vice President, BAA

A network is strong when there are shared values, when getting together results in growth, fun and developing contacts and unique personal and professional relationships.

Gianfranco Minutolo | Business Administration 1991
Director, BAA and Head of Alumni Activities, Università Bocconi.

Future Aro

ANTONIO BORGES



Antonio Borges
President of the International Advisory Council
Università Bocconi

“

Professors taught me how to become a top quality business professional; the Alumni Network opened me the doors of the business environment. SDA Bocconi is definitely a vibrant and generous business community that empowered my ability to overcome all the challenges of a global professional world.

Federico Bonacina | MBA 2011 | Italian | Product Manager, Amazon.it, Italy



Career Service is your team: through them you will get many job interview opportunities. Work with them, keep them updated on your strategy and efforts, exchange ideas.

Luis Alberto Cordova | MBA 2011 | Peruvian
New Holland Agriculture Global Controller at CNH, Italy

Our aim is to expand your future career

The **Career Service** helps you gain a greater understanding of the job market, your professional goals and unique “selling proposition”.

Career Service assists you in developing valuable links with the business community and the world of recruiters.

A WHOLE TEAM FOR YOUR PROFESSIONAL GROWTH

The Career Service is a key partner to MBA candidates seeking to achieve their career goals and to recruiting companies looking for highly talented individuals.

Their mission is to provide MBA candidates with the right tools and knowledge to define and execute an effective career strategy, to connect them with the right international employers and to help them successfully re-enter the job market after graduation.

Career Counseling

Targeted, pragmatic one-on-one advice by Career Service team members to create the most effective career plan and job search strategy.

Coaching and personal branding

A tailored coaching program to give each candidate the opportunity to build a unique “personal brand” to bring to the job market, with the help of industry executives and consultants.

Career Seminars & Workshops

Engage in challenging discussions with experts in different industries, test your job interviewing ability or salary negotiation skills. 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 the most challenging selection processes of international MBA recruiters.

On campus recruiting events

Attend **company presentations** for both summer projects and permanent opportunities, and meet recruiters one-to-one in networking events.

Off campus recruiting events

Career Service coordinates online **job-postings** on the School’s platform or helps recruiters to select candidates for interviews directly from the **CV Database**.

A hard copy of the class **CV Book** is also sent to over 1500 employers every year.

During **Career treks and Company visits** selected groups of students travel to visit international employers on site.

 For more details www.sdabocconi.it/ftmba/career



Working for one of the world’s leading consulting firms today, I can say that the SDA Bocconi MBA was the perfect choice for me.

Bjoern Kuse | MBA 2011 | German Consultant, Bain & Company, Italy

This course provided a great launch pad for a life with limitless possibilities.

Partha P. Ganguly | MBA 2011 Indian | Business Development Associate, INFOSYS, India



A few things to know about our Employment Statistics

MBA Class of 2011

90%

of graduates changed either country or sector or function.

66%

of new professional opportunities were provided by Career Service.

47%

of graduates did a triple career switch, changing country, sector and function.



156%

Average salary increase was

● Consulting	31%
● Cloud Computing/Consumer Electronics	16%
● Energy & Utilities	4%
● Fast Moving Consumer Goods	2%
● Fashion/Luxury	14%
● Financial Services	2%
● Industrial & Durable Goods	8%
● Pharma/Healthcare/Agribusiness	18%
● Other: Transportation/Logistics, Automotive, Media/Advertising	5%



After ten years as a Technology Consultant in North America, it was time to explore and expand my career options. Through my MBA experience at SDA Bocconi, I achieved my desired career switch and I now combine my business and design skills to create future concepts.

Tammy Chow | MBA 2011 | Canadian
Principal Designer, Samsung Electronics, South Korea

Recruiting Companies

TOP RECRUITERS 2011

- ▶ Johnson & Johnson Group
- ▶ Bain & Company
- ▶ The Boston Consulting Group
- ▶ adidas Group
- ▶ McKinsey
- ▶ Amazon
- ▶ Samsung Electronics

Selection of the companies in the Career Service network offering summer internships and full time jobs:

Banking and Financial Services

Allianz Italia
American Express
Banca Patrimoni
Barclays
Citigroup
ConTe.it (Admiral Group)
Deloitte Financial Advisory Services
EBRD
European Investment Bank
FIMBank
Fondamenta SGR
FSA - The Financial Services Authority
Generali Group
Goldman Sachs
IFC - International Finance Corporation
IMI Fondi Chiusi SGR
Intesa San Paolo
Italian Mezzanine
JP Morgan
Liberty Mutual
Noble Group
Nomura
Pala Investments AG
RSA Group
Standard & Poor's
UniCredit

Consulting

A.T.Kearney
Accenture MC
Alix Partners
Alvarez & Marsal
Bain & Company
Booz & Company
Business Performance Institute
Delta Partners
Europraxis
IMS Health
McKinsey
Porsche Consulting
PriceWaterhouseCoopers
Protiviti
Roland Berger Strategy Consultants

Schlumberger Business Consultant
The Boston Consulting Group
Value Partners
ZS Associates

Consumer Products/ Luxury/Fashion/Design

Acies-Sibeg (Coca-Cola)
adidas Group
Anheuser-Busch InBev
Barilla
Colgate Palmolive
Groupe Danone
Gucci
Guess Europe
Inditex
Levi Strauss & Co.
L'Oréal
Louis Vuitton
Luxottica
Mars
MeadWestvaco
Nestlé
Oriflame Cosmetics
Richemont
Shiseido
Unilever
Vertime S.A. (Timex Group)
Yoox

Energy & Utilities

Autostrade per l'Italia
Enel
Etihad Airways
ExxonMobil
General Electric ECLP
General Electric Oil & Gas

Genergia
Shell
Sibur
Siemens Wind Power
UPS
Vestas Spain

Healthcare/Pharma/ Agribusiness

Abbott
Access Medical
Allergan
Amgen
Edwards Lifesciences
Elekta
Johnson & Johnson
Johnson & Johnson Procurement
Lilly
Medtronic
MolMed
Novartis
Shire Pharmaceuticals
Sorin
Syngenta

Industrial Products

3M
Alenia Aermacchi
Arcelor Mittal
Avio
Biesse
Brambles
Case New Holland
Emerson
Everel
Group SEB
Kerakoll

Hilti
Italcementi
Lamborghini
Lombardini
Pirelli
Sauer Danfoss
Whirlpool

Non Profit Organizations

Fondazione Ambrosoli
Optnps Institute

Technology/ Telecommunications/ E-business/Media

Amazon Corporate
Amazon Operations
Apple
Bravo Solutions
e-Bay
Ericsson
Google
Groupon
Hellas online
Infosys Technologies
Infracom
Main ADV
Mediaset
Microsoft Corporation
noodls
Oracle Corporation
Samsung Electronics
SuperMoney
Swisscom
TeliaSonera
Vodafone
WooNation

**we nurture
your talent**



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 informational interview in one of the many locations around the world where our staff and alumni travel annually.



Visit

www.sdabocconi.it/meetmba

for scheduled worldwide recruiting events.

Prospective Candidates Counseling Services.

An even deeper introduction to the MBA would involve a visit to Milano where, in addition to an informational interview, you can sit in a lesson and get to know our MBA students.

The day will be devoted to you, to clear up any doubts.

To arrange an individual visit and/or attend a class, please contact Laura Russo at laura.russo@sdabocconi.it or by telephone at +39 02 5836 3278.

APPLICATION PROCESS

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

- Application Review Start Date: November 2012
- Application Deadline: 30th April 2013
- Application Review End Date: July 2013

Admissions Requirements

Applicants must have an undergraduate degree in any discipline, professional working experience, and must submit the following materials:

- Online Application for Admission
- Official University Transcript of Grades
- Curriculum Vitae or Resume
- GMAT/GRE
- TOEFL/IELTS/PTE/CPE (required of applicants who are non-native English speakers, or who have not completed university degree in English)
- Two Letters of Reference
- EUR 100 Application Fee

The Selection Process step by step

Personal Admissions Interviews are run in Milano or in other countries, after an **initial pre-selection**, carried out when applications and documents are received. Applicants to the Track in Luxury Business Management may be requested to have an interview with Bulgari representatives. Selection results (**Admission, Deferment, Non-Admission**) are communicated to the candidates in writing, taking **up to 12 weeks** after all tests are completed and documents received.

For more details on admission requirements, selection process and online application



www.sdabocconi.it/admissionsmba

SUBMITTING YOUR APPLICATION

The application form is available exclusively online at: www.sdabocconi.it/admissionsmba

Applicants to the Track in Luxury Business Management must submit the application form together with the addendum for the Track in Luxury Business Management.

ONLINE & POST Fill out and submit the online application through our website and send all required documents by post. Applicants may verify the arrival of their application and confirm that full documentation has been received through our application website. For further information on individual applications, please contact the Admissions Service at admissions@sdabocconi.it

All application documents must be sent to:

**SDA Bocconi Masters Division
Recruiting and Admissions Service
Via Balilla 18 - 20136 Milano, Italy
Tel: + 39 02 5836 3228 - Fax: +39 02 5836 3272**



start here

Funding your SDA Bocconi MBA

Any MBA involves considerable personal and financial commitment. Mandatory attendance and full time investment are required.

TUITION FEES

The total fee is EUR 44,500, to be paid in four instalments. The tuition fees include most teaching materials (although some texts must be purchased separately) and use of the School's desktop PCs.

 [Details and deadlines](http://www.sdabocconi.it/ftmba/fees)
www.sdabocconi.it/ftmba/fees

Optional Pre-Courses Costs

On-Site MBA	EUR	2,300
Online MBA	EUR	1,500
Italian Language	EUR	500

Financing and Scholarships

SDA Bocconi assists candidates in their search for funding by supplying the necessary documentation and encourages them to explore all scholarships and loans possibilities in time. The list of scholarships for candidates entering the 2013-2014 program will be available at

 www.sdabocconi.it/ftmba/scholarships

Monthly Estimates

Housing	EUR	600 - 900
Meals	EUR	450
Local Transports	EUR	100
Misc. Expenses	EUR	350
Total	EUR	1,500 - 1,800

COMPANIES AND INSTITUTIONS THAT OFFERED SCHOLARSHIPS IN THE RECENT YEARS

- ▶ Allianz
- ▶ Autostrade
- ▶ Bocconi Alumni Association
- ▶ Eni
- ▶ Telecom Italia
- ▶ The Boston Consulting Group
- ▶ UniCredit Group

mba





for people who just won't stop

mba in brief

MBA 2013 - 2014
39TH EDITION

- One intake per year of approximately 100 students
- Duration: 12 months full-time
- Optional Pre-Course start date: September 2013
- MBA Program start date: October 2013
- End of Classes: October 2014
- Commencement Day: December 2014

SDA Bocconi reserves the right to make any changes to the contents of this brochure (curriculum, courses and schedule) to leave room for improvement.

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

SDA Bocconi School of Management



The leading School of Management in Italy and the only Italian School present in all of the most important International rankings (*Financial Times*, *Bloomberg Businessweek*, *The Economist*, *Forbes*), SDA Bocconi has established itself as a European leader in higher education.

SDA Bocconi School of Management is part of Università Bocconi, 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. SDA Bocconi has been engaged in the promotion and organization of executive education since 1971, with an International approach. The School's vision of empowering life through knowledge and imagination lies behind its program offerings: Executive Education Open and Custom Programs, MBA and Master Programs, for the development of individuals, companies, institutions and economic systems.

Choosing SDA Bocconi and coming to Milano means choosing a vibrant environment, the entrepreneurial, financial and industrialized center of Italy, a doorway to Europe. In short, a wealth of international contacts and opportunities. And Milano, of course, is culture, fashion, design, food and the art of living.

ACCREDITATIONS



AACSB International
The Association to
Advance Collegiate
Schools of Business



European Quality
Improvement System



Association of MBAs
MBA provision accredited



Quality Management System
Certification ISO 9001:2008
Financed Projects
Service Centre



The Italian Association for
Management Education
Development
Full-Time MBA accredited



European Association
for Public Administration
Accreditation
MPM program accredited



Royal Institution of
Chartered Surveyors
MRE program accredited

MEMBERSHIPS



European Foundation for
Management Development



The Association to Advance
Collegiate Schools of Business



The Academy
of Business in Society



European Corporate
Governance Institute



Partnership in
International Management



Community of European
Management Schools and
International Companies



The Italian Association for
Management Education Development



Global Business School Network

RANKINGS

Financial Times
Bloomberg Businessweek
Wall Street Journal
The Economist - Which MBA?
Forbes
Espansione
América Economía

SDA Bocconi School of Management | Masters Division

via Balilla 18 - 20136 Milano, Italy | tel +39 02 5836 3125 | email: md@sdabocconi.it | www.sdabocconi.it

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