

# GLOBAL MBA

DESIGN, FASHION  
AND LUXURY GOODS

XIV EDITION / A.Y. 2021 - 2022

**BBS**  
MULTIPLYING OPPORTUNITIES



Our Global MBA provides you with a solid grounding in the major business disciplines and extends this knowledge across **five different tracks**.

The program is divided into three blocks: general management, track-specific courses, and an internship or project work period.

The Design, Fashion and Luxury Goods track offers a unique opportunity to blend theory with the

experience of the finest Italian companies in these sectors.

You will experience first-hand the specific expertise that Italy has developed in these fields, uniting creativity, style, and managerial skills.

This MBA will train you to become the talented and successful manager that these leading companies are looking for.

## STRUCTURE

**12 months of study** divided into three terms, followed by an internship.

- First term: October 2021 - January 2022
- Second term: February 2022 - April 2022
- Third Term: April 2022 - May 2022

**180 hours** of General Management Courses

**80 hours** of Management Skills Courses

**500 hours** of internship  
equivalent to **60 CFU/ECTS**

### TRACK SPECIFIC COURSES

- Gemology and Watches
- Fashion and Accessories: Perfumes and Eyewear
- Industrial Design and Branding
- Luxury Goods: Boats, Cars, Motorbikes and Estate
- Business Model in the Fashion Industry
- Business Development LAB

### GENERAL MANAGEMENT COURSES (SHARED)

- Corporate Finance
- Corporate Strategy
- Financial and Managerial Accounting
- Global Macroeconomics
- People Management
- Marketing Management
- Business Ethics and Sustainability
- Operations Management
- Digital Business and Transformation
- Geoeconomic and Geopolitical Analysis
- Business Planning
- Communicating Effectively Across Cultures
- Elective 1
- Elective 2

## OVERVIEW

### DURATION

October 2021 - October 2022

### KEY FEATURES

full-time master, taught in english,  
international focus, limited enrollment

### APPLICATION DEADLINE

February 2021 (Round I)

May 2021 (Round II)

July 2021 (Round III)

September 2021 (Round IV)

### ADMISSION REQUIREMENTS

bachelor's degree, english language proficiency

2+ years of experience

further information available on

[www.bbs.unibo.it/globalmba](http://www.bbs.unibo.it/globalmba)

### SELECTION PROCESS

March 2021 (Round I)

June 2021 (Round II)

July 2021 (Round III)

September 2021 (Round IV)

Evaluation of academic qualifications,  
admission test, motivational interview

### ENROLLMENT DEADLINE

May 2021 (Round I)

September 2021 (Round II, III and IV)

### TUITION FEE

35,000 euro to be paid in several installments,  
the first one upon enrollment

### SCHOLARSHIPS

awarded to top-ranked candidates

The Global MBA is **EFMD Accredited**  
EFMD accreditation aims to evaluate the quality of any  
business and/or management program that has an  
international perspective and, where of an  
appropriately high quality, to accredit it.



Female students



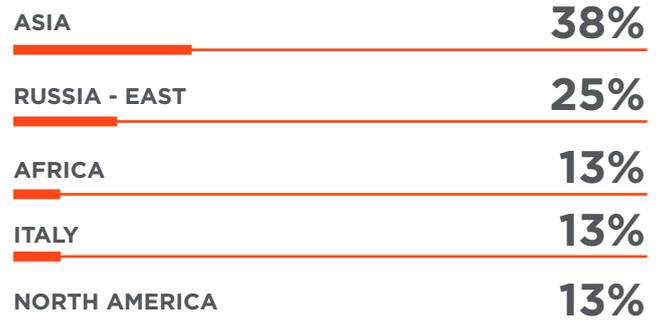
International students

**29** Average age

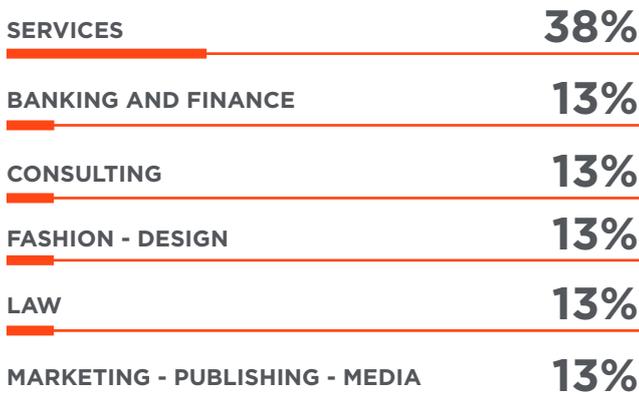
**6** Average work  
experience

**7** Countries  
represented

### Geographical origin



### Professional Background



### Educational Background



**BBS**  
MULTIPLYING OPPORTUNITIES



For more information

Barbara Biondi - [globalmba@bbs.unibo.it](mailto:globalmba@bbs.unibo.it)  
Bologna Business School, Villa Guastavillani,  
Via degli Scalini, 18 - 40136 Bologna - Italy  
Ph. +39 051 2090178/140