

EMBA

ENGLISH
EDITION

IV EDITION / 2021-2023 / PART-TIME

BBS

BOLOGNA BUSINESS SCHOOL



LEADING DIGITAL TRANSFORMATION

The Executive MBA is aimed at managers, professionals and consultants who want to guide companies in the process of digital transformation and international growth, aware that these challenges will determine their competitive advantage in the near future. The Master brings digital innovation to the center of business decisions and the creation of value for brands, services and consumers, developing

a holistic approach to knowledge, setting digital skills free from exclusively technical and specialist discussion tables and instead relating them to the entire organization.

This systemic vision, supported by the wide knowledge base of the University of Bologna and by the direct contact with the companies of Italian excellence, translates into the ability to plan and govern digital transformation in all its processes. Attending the Executive MBA (International edition) means carving out a leading role towards change within companies.

STRUCTURE

The Executive MBA is a part-time program divided into 13 core courses (1 Wednesday evening and 1 Saturday morning online and 1 on-campus weekend once a month). Each course lasts 4 weeks. The Master program is organized in 3 modules: Business Fundamental, Digital Enabler, Digital Transformation. Each module includes courses, focus sessions, hackathons and with meetings with managers and professionals of the digital business world and sessions in order to develop the project work.

“Digitalization is a great opportunity to explore and exploit new sources of value creation.”

COURSES

BUSINESS FUNDAMENTAL

- 1 BUSINESS STRATEGY
- 2 MANAGEMENT ACCOUNTING
- 3 BUSINESS PERFORMANCE ANALYTICS
- 4 MARKETING
- 5 CORPORATE FINANCE
- 6 OPERATIONS

DIGITAL ENABLER

- 7 DIGITAL INFRASTRUCTURE & PLATFORMS
- 8 BIG DATA & ANALYTICS
- 9 INDUSTRY 4.0
- 10 DIGITAL BUSINESS (RE)DESIGN

DIGITAL TRANSFORMATION

- 11 LEADERSHIP IN DIGITAL AGE
- 12 DIGITAL MARKETING & COMMUNICATION
- 13 DIGITAL BUSINESS & TRANSFORMATION

INTERNATIONAL WEEK

OVERVIEW

LANGUAGE

- English

FORMAT

- Part-time
- February 2022 - April 2023
- 41 days: 1 Wednesday evening and 1 Saturday morning online and 1 on-campus weekend (Friday and Saturday) once a month
- International Week (5 Days@Silicon Valley)

REQUIREMENTS

- Graduates with 5+ years of work experience
- Non graduates with 8+ years of relevant work experience (limited places available)

APPLICATION PROCESS

- Curriculum Vitae analysis and assessment interview with one of the Master's Directors

ENROLMENT DEADLINE

- Deadline and Kick-off: February 4, 2021

FEE

- On a company basis: 32.000 euro + VAT
- On an individual basis: 23.800 euro + VAT

REDUCED FEE (LIMITED NUMBER, ON A FIRST COME FIRST SERVED BASIS) AVAILABLE FOR

- Women's participation
- Geographic location
- Companies of the Business Network
- Multiple registrations

Long-term and low-interest loan

- REPAYABLE IN 10 YEARS
- REDUCED INTEREST RATE
- POSSIBILITY TO POSTPONE THE 1ST PAYMENT FEE TO 36 MONTHS