



# GLOBAL MBA



## WHY YOU SHOULD JOIN THE GLOBAL MBA

**BUILD YOUR CAREER WITH PASSION**

**ANTICIPATE THE FUTURE**

**A GOAL BEYOND EXCELLENCE**

**DRIVING CREATIVITY**

**LEADING THE NEXT INDUSTRIAL REVOLUTION**

The Global MBA of Bologna Business School is a 12-month program that brings participants on an enriching journey towards the discovery of the excellence and luxury of Made in Italy. During this year, participants will have the opportunity to develop a solid understanding of how business organizations operate in a global environment and also extend their knowledge on five different concentrations.

It is supported by an expanding network of Italian and International leading companies that participate in the design, implementation, and execution of the program as well as offering participants interesting career and personal development opportunities.

The Global MBA, EFMD accredited, has just received a new accreditation for 5 more years issued by EFMD, the most important international organization in quality certification of business management education.



## WHY YOU SHOULD CHOOSE BBS FOR YOUR GLOBAL MBA

BBS believes that initiative is the natural consequence of following one's passion. In Italy and in Emilia-Romagna, where Bologna is located, people always have and will continue to invest in new ventures that can creatively re-shape the existing ones.

Courses offered at BBS are designed to encourage this process, and participants are trained to think independently and creatively about the domains that map into the five tracks of the master. BBS encourages participants to turn their entrepreneurial ideas into something real, profitable, and personally fulfilling.

## GLOBAL MBA PARTNER COMPANIES

« These companies and institutions financially support the School, are involved in the programmes' co-design, have a priority in the student recruitment phase, provide services to the School, and have the right to participate in BBS' extra-curricular activities (e.g. Master Lectures, seminars, community-dedicated events). »

ALPHA TAURI | ANTARES VISION | BARILLA GROUP | BIONDI SANTI | BONFIGLIOLI | BORSALINO | BUCCI AUTOMATION | BULGARI | COESIA | COMER | COOP ITALIA | DALLARA | DAVINES | DIAGEO | DUCATI | ENERTRONICA SANTERNO | ESSITY | EUONIC | FAAC GROUP | FABBRI 1905 | FAMECCANICA | FELSINEO | FERRAGAMO | FERRARELLE | FERRARI | FORMULA | GELLIFY | GIUSEPPE ZANOTTI | GRANAROLO | GRUPPO MONTENEGRO | IMA | ING ITALY | KPMG ITALY | LAMBORGHINI | LORO PIANA | MARCHESINI | MARELLI | MARINELLA | MARPOSS | MASERATI | NADELLA | PELLICONI | POMELLATO | RES4AFRICA | SACMI | SCM | SUSTAINABLE ENERGY FOR ALL | TOD'S | UNIPOL | VINITALY INTERNATIONAL

## STRUCTURE

The Global MBA brings participants on an enriching journey towards the discovery of the excellence and luxury of Made in Italy. During this year, participants will have the opportunity to develop a solid understanding of how business organizations operate in a global environment and also extend their knowledge on five different concentrations. The EFMD accreditation guarantees the presence of the most qualified faculty and leading practitioners who bring their experience and vision into the classroom to help participants master the complexity of organizations and psychology of people.

« At Bologna Business School, participants will be immersed in a global community in one of the oldest and most prestigious Universities in the world, where academic excellence is balanced with career and personal development opportunities that will help participants develop their leadership mindset and leverage on their unique talents. »

I TERM	SEPTEMBER 2023 - DECEMBER 2023
	Orientation Modules and General Management Courses
II TERM	JANUARY 2024 - JUNE 2024
III TERM	Track-specific Courses, General Management Courses, and Clinics

**MARCELLO RUSSO**  
Scientific Director of the Global MBA



## INDUSTRY LEADERS



**MASSIMO BERGAMI**  
Industry Leader of the Global MBA in Supercars, Superbikes and Motorsports

Massimo Bergami is a Professor of Organizational Behavior and Dean of Bologna Business School where he is also the Program Director of the Ferrari Corporate EMBA. He is a member of the Board of Director at EFMD and the Founding Chair of the EMBA Consortium for Global Business Innovation. He is also a member of the Board of Directors of Ferrarelle SpA and Snam.

**ANGELO MANARESI**  
Industry Leader of the Global MBA in Design, Fashion and Luxury Goods

Angelo Manaresi is Full Professor of Marketing and Management, since 2001, at the Department of Management, School of Economics and Management, University of Bologna. He is Director of the Master in Business Management and Industry Leader of the Global MBA - Design Fashion and Luxury Goods at the Bologna Business School. He also teaches Marketing, Brand Management and Business to Business Marketing in Master programs and Executive programs at BBS.



**LUDOVICA LEONE**  
Industry Leader of the Global MBA in Food and Wine

Ludovica Leone, Research Fellow in Organization Studies at the University of Modena and Reggio Emilia, Department of Communication and Economics. At Bologna Business School she serves as the Industry Leader for the Food and Wine track of the Global MBA, where she also teaches the Business Development Lab course. She is also Adjunct Professor at Dickinson College in Bologna, where she teaches Management of Food, Wine and Tourism in Italy.

**ALESSANDRO PASTORE**  
Industry Leader of the Global MBA in Green Energy and Sustainable Businesses

Alessandro is Executive Director of Camfridge Ltd, which aims to become the world leader in high-efficiency gas-free refrigeration technology based on magnetic properties of solid state materials. In 2005 he co-founded the company and brought to it a wealth of knowledge about large organizations and how to sell to them, as well as a vital international perspective, having worked in Italy, France, UK, Argentina, Brazil and Germany.

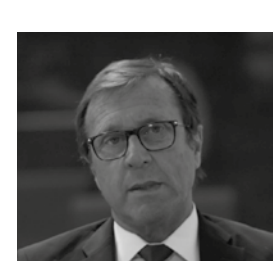


**MICHELE POGGIPOLINI**  
Industry Leader of the Global MBA in AI and Manufacturing

The transformation, as well as the ongoing evolution, of the international market has totally changed the global industrial system in a profound and irreversible way, at an unprecedented pace. We are facing an epochal change, of both digital and ecological transformation, whose impact is now disruptive in all major sectors of the economy. I think of a sort of "new digital revolution" that is challenging the current strategies and business models of companies. I am honored to be, in this phase of major changes, the Industry Leader of the next Global MBA AI and Manufacturing, an honor also for the company I represent.

**FEDERICO MUNARI**  
Industry Leader of the Global MBA in Supercars, Superbikes and Motorsports

Federico Munari is Professor of Technology and Innovation Management at the Department of Management of the University of Bologna. He is the Coordinator of the Bachelor and Master Programs in Engineering Management, School of Engineering, University of Bologna. He has been the Coordinator of the PhD Programme in General Management of the University of Bologna. At Bologna Business School, he is the Director of the Open Program in Technology and Innovation Management, and Industry Leader for the Global MBA in Supercars, Superbikes and Motorsports.



**ALBERTO FESTA**  
Industry Leader of the Global MBA in Design, Fashion and Luxury Goods

Alberto Festa is a C-level Executive with vast experience as a Manager, CEO and Director for Industry Leaders of both Italy and the US. He was Sales Director at Mattel until 1998. Following this he enjoyed a 15-year long stay at BVLGARI, where he started out as Managing Director and then left to become President for BVLGARI USA. From 2014 to 2018 he held senior executive roles in Loro Piana, Roberto Cavalli and Vhernier. He is now the Commercial Director of Gemology & Watches of Dolce&Gabbana.

## INDUSTRY LEADERS



# MBA AI AND MANUFACTURING

The Global MBA in AI and Manufacturing trains top-level professionals with strong skills in process integration, robotics, data analytics and digital transformation. Experts who are able to manage the new and fast-changing industrial markets through a mix of academic and managerial skills. The made in Italy know-how of leader companies, partners of BBS, is the core of an exciting training program that will provide technical preparation, managerial skills and strategic, financial and communication knowledge. The students will meet the most important companies that have already made artificial intelligence and manufacturing the crucial factor for Italian international success.

Industry Leader | **Michele Poggipolini**  
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# MBA DESIGN, FASHION AND LUXURY GOODS

The Global MBA in Design, Fashion and Luxury Goods aims to strike a balance **between creativity and business** in the management of luxury companies, by providing managers and entrepreneurs with the know-how gained from **Italian excellence**. Thanks to a close relationship with Italian companies that act as international symbols of high quality, the program focuses on the practical aspects of fashion and luxury management. This course has the potential to make a great impact on the professional and personal futures of young managers.

Industry Leaders | **Angelo Manaresi**  
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**Alberto Festa**  
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# MBA FOOD AND WINE

The Global MBA in Food and Wine trains managers and businessmen to guide the growth and internationalization of companies operating in the food and beverage industry. This international MBA is dedicated to those who wish to give a significant boost to their career or to undertake a business project in this sector. Only BBS, a school located on the territory, able to have direct contact with companies, entrepreneurs, managers, and opinion leaders in the food and wine business, is able to offer a high level of managerial skills, the capability to manage the fragmented supply chains on the territory, the analysis tools to enhance the excellence of the agro-industrial business, and the necessary strategy to preserve the high quality of the products with a prospect of international expansion.

Industry Leader | **Ludovica Leone**  
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# MBA GREEN ENERGY AND SUSTAINABLE BUSINESSES

The Global MBA in Green Energy and Sustainable Businesses is aimed at young managers who are interested in the challenges imposed by climate change, and the principle on which to **build the future of business**. General management skills are required from these professionals, as well as the ability to apply these skills in the field of sustainability and the **efficient use of natural resources**. Based on a six-pillar approach (Accountability, Ethics & CSR, Law, Technology Management & Strategy, Entrepreneurship) the program provides tools to support the efficiency of existing resources, as well as the ability to plan new scenarios based on **sustainable business models**.

Industry Leader | **Alessandro Pastore**  
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# MBA SUPERCARS, SUPERBIKES AND MOTORSPORTS

The Global MBA Supercars, Superbikes and Motorsports blends theory with experience, thanks to our academic excellence and the exclusive expertise of firms like **Alpha Tauri, Dallara, Ducati, Ferrari, Lamborghini, Marelli and Maserati**. Leading business in the ever-evolving markets of Supercars and Superbikes is more than just a job; this brand new program, unique in the World, offered by Bologna Business School in cooperation with the leading companies of the "Motor Valley" offers the opportunity to **turn your career into a passion**.

Industry Leaders | **Massimo Bergami**  
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**Federico Munari**  
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# CAREER SERVICE

The Career Service is meant to **support** you to define your **career vision** and equipping you with tools and knowledge you need to **achieve success**. It gives you **training, personalized advice** and **opportunities** to design and execute a realistic and effective career strategy. Through a **variety of tools, workshops, events, and other resources**, it helps you discover the career path best suited to your personal fulfillments. It **connects you** with a network of national and international employers.

- CV and Cover Letter Writing
- Personal Branding on LinkedIn
- How to crack the interview
- Orientation Interviews
- Career Coaching with experts in the sector
- One-to-one sessions for continued student support
- Mock Interviews with specialized Head Hunters
- 500-hour internship carried out at various companies in Italy or abroad

**+95%** Placement after 6 months\*

\*For classes 2019-20

# OVERVIEW



MBA

LANGUAGE	• English
FORMAT	• Full-time • September 2023-October 2024
ADMISSION REQUIREMENTS	bachelor's degree, english language proficiency 3 years of work experience (cumulative) further information available at <a href="http://www.bbs.unibo.eu/global-mba">www.bbs.unibo.eu/global-mba</a>
APPLICATION DEADLINE	• February 2023 (Round I) • April 2023 (Round II) • June 2023 (Round III) • July 2023 (Round IV)
SELECTION	• February 2023 (Round I) • April 2023 (Round II) • June 2023 (Round III) • July 2023 (Round IV)
ENROLLMENT DEADLINE	• April 2023 (Round I) • June 2023 (Round II) • August 2023 (Rounds III and IV)
START DATE	• September 2023
FEE	• 35,000 euros (VAT free) to be paid in three installments (the first installment is due upon enrollment).

**SCHOLARSHIPS**  
Bologna Business School offers both full and partial scholarships for participants of the MBA. All applicants are eligible to apply regardless of their nationality. Scholarships are merit-based (both academic as well as professional merit) and cover tuition costs only.

**BBS**  
MULTIPLYING OPPORTUNITIES



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