

# **EMPOWER YOUR CORPORATE VISION**

MILANO | ITALY

## **EXECUTIVE STUDY TOUR**

SDA BOCCONI SCHOOL OF MANAGEMENT FOR  
GNAM:  
THE DISCOVERY OF THE ITALIAN EXCELLENCE

Milan, October 14-18, 2019

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# Bocconi

ESTABLISHED IN 1902

SPECIALIZED IN ECONOMICS, MANAGEMENT, FINANCE,  
LAW & SOCIAL SCIENCES

+ **14,000** STUDENTS

**9** BACHELOR PROGRAMS

**12** MASTERS OF SCIENCE

**7** PRE-EXPERIENCE SPECIALIZED MASTERS

**5** PH.D. PROGRAMS

+ **350** CORE FACULTY

**600** STAFF

SDA **Bocconi**  
School of Management

ESTABLISHED IN 1971

+ **3,000** PARTICIPANTS IN OPEN EXECUTIVE PROGRAMS

**700** PARTICIPANTS IN MASTER PROGRAMS  
FROM **70+** COUNTRIES

MOOCS ACTIVITY REACHING MORE THAN **70,000**  
PARTICIPANTS TECHNOLOGICALLY ADVANCED LEARNING  
SOLUTIONS ON & OFF CAMPUS

**250** CORE FACULTY

**100** STAFF

**100,000** ALUMNI IN  
over **101** COUNTRIES

SDA Bocconi

# ABOUT SDA BOCCONI

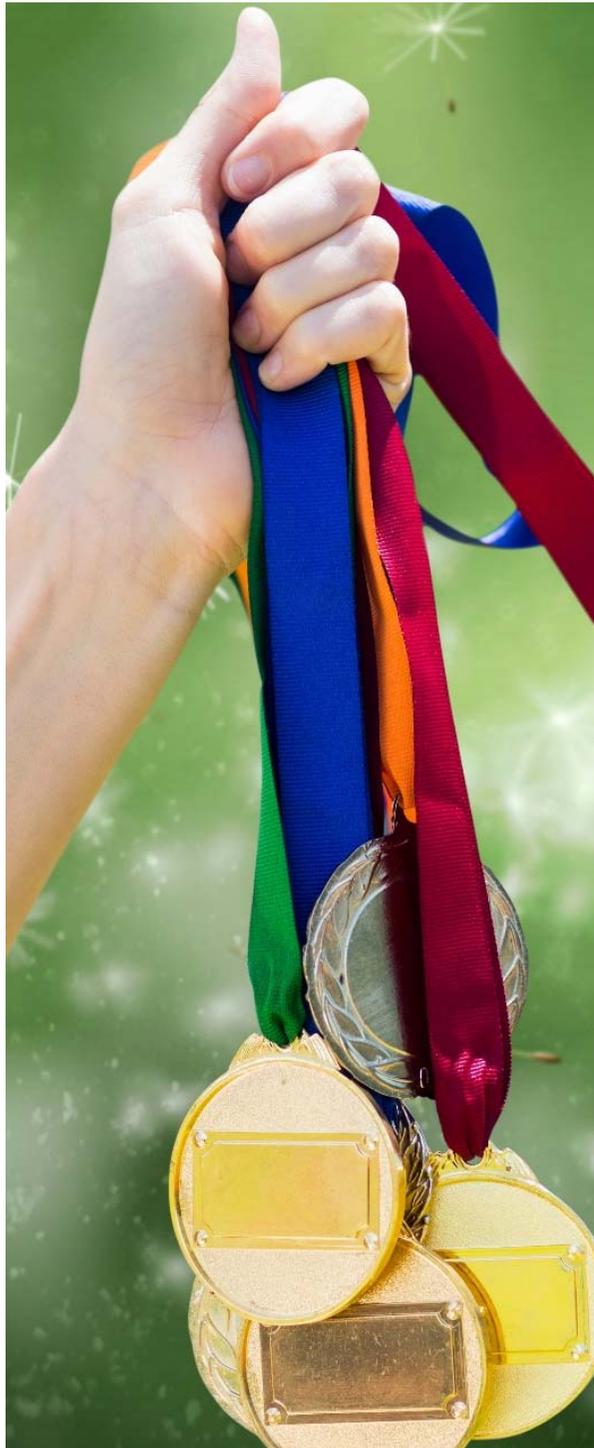


**EMPOWERING  
LIVES THROUGH  
KNOWLEDGE  
AND IMAGINATION**

# AN INTERNATIONAL SCHOOL



BASED IN MILAN  
**275+ UNIVERSITIES & PARTNER SCHOOLS IN 54+ COUNTRIES**  
PAN-ASIAN HUB IN MUMBAI



# SDA BOCCONI INTERNATIONAL RANKINGS



- #6** BS in Europe - European B-Schools Rankings 2018
- #9** MBA in Europe, **#31** MBA Worldwide - Global MBA Rankings 2019
- #6** in Europe, **#7** Worldwide - Custom Education Rankings 2018
- #7** BS in Europe, **#11** Worldwide - Executive Education combined Rankings 2018
- #7** BS in Europe – Master in Finance Pre-Experience 2018
- #6** BS in Europe – Master in Management 2018



- #5** Best International Business Schools Rankings 2018 (Non US MBA Programs)



- #10** in Europe QS Global MBA Rankings 2018
- #22** Worldwide QS Global MBA Rankings 2018
- #10** in Europe QS Global EMBA Rankings 2018
- #19** Worldwide QS Global EMBA Rankings 2018



- #5** MBA Program outside US - Forbes 2017



- #5** MBA in Europe, **#24** MBA Worldwide - Full-Time MBA Ranking 2018

## TRIPLE CROWN TO SDA BOCCONI

**AACSB 2011 – EQUIS 1998 – AMBA 1992**

A select 76 out of 10.000 Business Schools Worldwide hold the triple accreditation

## FACULTY

The faculty of SDA Bocconi School of Management aims to generate and spread knowledge through research and education, helping professionals, businesses and institutions increase their value.

SDA Bocconi faculty team, which consists of professors and researchers, regularly collaborates with external organizations, also inviting guest speakers and welcoming visiting professors.

As a result, the faculty is highly diverse and extremely dynamic, which is reflected in its core values including multiculturalism, integrity, plurality and innovation.

In addition to the Permanent Faculty, comprised of tenured professors, Bocconi has steadily brought in faculty resources from top research institutions around the world, and enjoys the qualified contributions of Adjunct and Visiting Professors, Post Doc and Teaching Fellows.

### FACULTY

The quality of teaching and the extent to which teaching staff worked together to present a coherent programme



**TOP #10**

WORLDWIDE FOR FACULTY

\*Financial Times ranking

# EXECUTIVE STUDY TOUR: A FULL- IMMERSION LEARNING EXPERIENCE

For more than a decade SDA Bocconi School of Management has been organizing **customized educational programs for top managers and EMBA/MBA candidates from all over the world** (Colombia, USA, India, China, Russia, Germany, Spain, UK, France, Switzerland, Norway, Korea, Netherlands, Greece, Denmark and other countries), **according to the study tour formula.**

An Executive Study Tour at SDA Bocconi is a unique learning experience that allow participants to immerse themselves in a stimulating **field-learning environment.**

Through this involving program they can discover cutting edge business models and managerial tools in an artfully-constructed educational experience, consisting of **interactive seminars, guest-speaker sessions, round tables, company visits** and cultural events.





THE DISCOVERY OF THE  
ITALIAN EXCELLENCE

# THE DISCOVERY OF THE ITALIAN EXCELLENCE: A LEARNING SAFARI FOR GNAM

## Learning Objectives

In the modern «new normal» business context, MBA and EMBA students have to learn to think as entrepreneurs, regardless of their future career choices, balancing a creative vision with a solid management approach.

The Learning Safari designed for GNAM has the goal to introduce participants both to the entrepreneur mindset and the best-practice strategies of growth implementation adopted by successful Italian and European companies.

## Learning Formula

The program is designed according to a hands-on framework: real-life cases and examples are combined with practical managerial tools and frameworks regarding the formulation and implementation of a unique strategic positioning.

The five-day program blends interactive seminars and company visits to provide participants with a variety of best practices that can be used by companies to:

- differentiate themselves from competitors
- create value for their customers
- communicate efficiently their product/service offering
- ensure the consistent delivery of quality and strategy implementation.

# THE DISCOVERY OF THE ITALIAN EXCELLENCE: A LEARNING SAFARI FOR GNAM - TENTATIVE PROGRAM



# SIDE ACTIVITIES IN MILAN

## **GAE AULENTI SQUARE**

In 2012 was inaugurated the newly designed district of Milan which has changed the skyline of the town.

The square and the surrounding buildings were designed by the most important international architects

## **FONDAZIONE PRADA**

For the last two decades, Fondazione Prada's activities have analyzed intentions and relevance through an evolution of projects. These have included 'Utopian' monographic artist commissions, contemporary philosophy conferences, research exhibitions

With the opening of a permanent cultural complex in Milan, the Fondazione offers new opportunities to enlarge and enrich our processes of learning.



# SIDE ACTIVITIES IN MILAN

## MILAN MUSEUMS

**Palazzo Reale** - a former Royal Palace with its large halls, refined furnishings and sweeping staircase, is today an important exhibition venue and cultural centre.

**MUDEC - (Museum of Cultures)** is the latest addition to the museum landscape of Milan. It is a centre dedicated to interdisciplinary research on the cultures of the world, and focuses on the relationship of these cultures with the city of Milan.

**Pinacoteca di Brera** - The Pinacoteca di Brera (Brera Art Gallery) houses one of the main art collections of Renaissance art in Italy with over 500 works dating from the 14th- 20th century. Opened to the public in 1809, it is situated in a beautiful 17th century building alongside.

## CENACOLO

"The Last Supper" is situated in Milan in the ex refectory near the Sanctuary of Santa Maria delle Grazie. It was painted between 1494 and 1498 by Leonardo da Vinci.

The Last Supper shows one of the most important scenes, and the richest in meaning from the Gospel according to John.



EMPOW  
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CONTACTS@SDA BOCCONI

Francesco Daveri  
Program Director  
MBA Director  
[francesco.daveri@sdabocconi.it](mailto:francesco.daveri@sdabocconi.it)

Maria Luisa Ortini  
Corporate Development Head  
[marialuisa.ortini@unibocconi.it](mailto:marialuisa.ortini@unibocconi.it)