

DESIGNED FOR YOUR WORLD

SDA Bocconi
SCHOOL OF MANAGEMENT

SDA BOCCONI SCHOOL OF MANAGEMENT
digital seminars cycle “THE DISCOVERY OF THE ITALIAN
EXCELLENCE:
A LEARNING SAFARI FOR GNAM”
OCTOBER 2020

A learning safari for GNAM network schools

SDA Bocconi
SCHOOL OF MANAGEMENT



**THE DISCOVERY OF THE ITALIAN
EXCELLENCE**

THE DISCOVERY OF THE ITALIAN EXCELLENCE

A learning safari for GNAM network schools

Dear MBA participants,

We started preparing this cycle of online workshops based in covid19-hit Europe during the days of the strictest quarantine ever seen by generations. Only several months ago, who could have said we would be living this global health and economic emergency?

The world has changed, and entrepreneurs once again showed their ability to face unforeseen challenges and to reinvent their business models.

We are strongly convinced that 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.

During our online seminars we will work together to make sense out of the current situation and to reflect about the future business models, to improve your decision-making skills, to get inspired by dynamic responses of businesses in Italy and around the world to this new competitive context.

You are looking forward to virtually meeting you!

- What are European and global business and economic scenarios?

Analysing Italian experience:

- How to build strategies under uncertainty by applying scenario planning?
- How to differentiate from competitors?
- How to communicate effectively and to organize sales with omnichannel strategy?
- How to align operations to strategy?
- Competing in luxury: lessons learnt for other industries
- What are Italian firms' responses to the consequences of current pandemic?

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STRUCTURE

Our program will consist of:

- 1) Prework activities for each day: pre-recorded sessions and a few pre-readings
- 2) Live interactive online seminars (scheduled at 2-5PM CET)
- 3) Your work in virtual small groups on an assignment
- 4) Your work in virtual small teams on a learning journal

ATTENDANCE

The attendance to live digital seminars is obligatory, though we understand that unforeseen work or family obligations in this challenging period may create difficulties for you to participate. All sessions by SDA Bocconi faculty will be recorded and posted online within a few hours after the session end.

Groups assignments: small groups will need to self-organize their work on assignments. We will form small groups (assuring that you have a chance to interact with students from other schools) and we will provide a «virtual» space for your meetings.

CERTIFICATE AND GRADING

- 1) All assignments will be graded as pass/fail. You will be awarded a course certificate in case all your assignments are “pass”.
- 2) To “pass” group assignments you will need to show your minimum ability to apply concepts discussed in class to real cases and situations
- 3) To obtain a “pass” for your “learning journal” your group will need to synthetically describe at least one “lesson learnt”/”aha moment” for each live class.
- 4) For all assignments you will be provided qualitative feedback that we will send you together with your attendance certificate

COURSE MATERIALS

All course materials will be posted via SDA Bocconi learning platform. You will be provided your personal ID to access the platform.

CONTACTS:

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We are looking forward to working with you!

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The schedule of live sessions may change +/-1 hour, to find the best possible solution for the participants arriving from different time zones.
The final schedule of live sessions will be communicated 2 weeks in advance.

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Macroeconomic context



Decisions under uncertainty and omnichannel strategy during COVID19



Aligning operations to strategy: responses to COVID19



Operations in food and food service industries: responses to COVID19



Italian and global luxury industry: responses to COVID19

RECORDED SESSIONS (in advance)

SESSION1. Introduction to the Italian and European macroeconomic, culture and business context

SESSION2. The structure of the Italian economy: macroeconomic and political background.

SESSION 1. Small business survival in COVID19: A GUEST SPEAKER, owner of a small winery in Italy

SESSION 2. Decision-making uncertainty: scenario planning. Introduction to scenario planning assignment (in groups of 3-4)

SESSION 1. Managing operations during pandemic/in post-covid19 world

SESSION 1. The role of operations in designing and implementing premium or luxury strategies in the food industry.

SESSION 1. Responses of fashion, luxury and experience industries to covid19 emergency: Italian and international experience.

Work in small teams on scenario planning exercise. Deadline: Day 4, 12 PM CET.

LIVE INTERACTIVE SESSIONS AND WORKSHOPS, 2 PM – 5.00 PM (CET)*

Italian and European macroeconomic, culture and business context: consequences of COVID 19

VIRTUAL VISIT TO BOCCONI CAMPUS

How to communicate effectively and to organize sales with omnichannel strategy? A GUEST SPEAKER from Safilo Italy (eyewear)

Aligning operations to strategy during COVID19: strategic alternatives and decisions by Made-In-Italy firms. Discussion of case studies and best practices.

A GUEST SPEAKER on management of operations during pandemic

Dealing with COVID19 emergency in the food and food service industry: A GUEST SPEAKER SESSION

Value creation in luxury industries: A GUEST SPEAKER SESSION

*Also live sessions will be recorded for those participants who cannot attend