

“The EMBA is the perfect combination of high quality academic education and hands-on approaches for the Digital Transformation. Experienced Professors and Managers unleash a wide range of constructive mind-spreading discussions to think outside the box.”

**Timo Wörner**  
Head of Public Sector Consulting, Bechtle AG  
Executive MBA (English edition) - Ed. 2018/2020



# WHY THIS EMBA?

The potential of Digital Transformation is in everything and everywhere but the challenge is now how to extract sustainable and competitive business value. This program provides the fundamental of business and digital knowledge for exploiting value from current business processes, and for reinventing and innovating business models.

**BUSINESS INNOVATION**

Is meant for managers, professionals and consultants who intend to lead companies in their digital transformation journey. The course brings innovation at the center of the decisions that concern the company and the creation of value for brand, services and consumers, developing a holistic approach to knowledge, setting digital skills free from merely technical and specialized debates, relating it to the entire organization.

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

**DIGITAL REVOLUTION**

The systemic view of the program offers the chance to plan and manage the digital transformation in all its processes: from strategy to the analysis of big data and performance, from service design to organization management.

# LEADERS OF THE DIGITAL TRANSFORMATION



**Riccardo Silvi**  
Academic Director  
University of Bologna



**Andrea Pia**  
Executive Director  
VP Sales & Marketing Italy,  
AKQA

**BE A LEADER OF THE DIGITAL TRANSFORMATION**

The Executive MBA is meant for managers, professionals and consultants who intend to lead companies in their digital transformation journey, with the awareness that these will be the challenges which are going to determine their competitive advantage in the near future. The course brings innovation at the center of the decisions that concern the company and the creation of value for brand, services and consumers, developing a holistic approach to knowledge, setting digital skills free from merely technical and specialised debates and instead relating it to the entire organization.

After this educational experience, you will be ready to tackle the challenge with yourself in order to become a player able to affect decisions at the top of international businesses.

# TARGET AUDIENCE



“I would definitely suggest to approach this journey in ‘sponge’ mode, keeping ears and mind wide open. The diverse experiences and backgrounds of your classmates are an enriching element.”

**Paola Olivieri**  
Digital Manager - Fameccanica Group - Ed. 2018/2020

ACADEMIC BACKGROUND	
ENGINEERING	39%
ECONOMICS DEGREES	29%
HUMANITIES, SOCIAL, LEGAL DEGREES	22%
SCIENTIFIC DEGREES	7%
OTHER	3%

\* class profiles of the previous three editions

GEOGRAPHICAL ORIGIN	
ITALY	68%
EUROPE	12%
MIDDLE EAST	10%
ASIA	5%
SOUTH AMERICA	3%
NORTH AMERICA	2%

PROFESSIONAL BACKGROUND	
SALES & MARKETING	37%
ICT	20%
LOGISTICS & PRODUCTION	14%
RESEARCH & DEVELOPMENT	12%
GENERAL MANAGEMENT	8%
FINANCE	5%
HUMAN RESOURCES & ORGANIZATION	2%
OTHER	2%



“The Executive MBA, characterized by its focus on Digital Transformation, makes you a new multiplier of opportunities for your company. After this experience, we will be able to have new vision of our industries and companies. Each part of this Master is crucial to have a view on the future and challenges you will always look forward, giving you the right tools to keep pace with the high speed of the external contexts. This Master is a real journey and it will not end with your graduation day: it is a life journey.”

**Stefania Montanari**

Supply Chain Finance Manager, Jimmy Choo  
Executive MBA - Ed. 2018/2020



# FORMAT

## CORE COURSES

The Master is organized in 3 modules and 13 core courses developed in order to guarantee a full overview of every single topic, using the lens of digital transformation. Each course lasts 1 month.

## DISTANCE LEARNING

52 weeks of distance learning through the e-learning platform of the School: after each residential participants will be asked to write papers on the themes they have dealt with during each course with the support of a specific tutor.

## ASSIGNMENT

Each course has a final assignment (mostly individual or team case study and business case). It is generally discussed during the course's wrap up sessions in order to provide immediate feedback about the learning experience.

## HACKATHONS

A stimulating and exciting 3 days business competitions: 1 at the beginning of the Master, 1 in the middle and 1 during the last part of the program. You will work in a team to solve a business challenge.

## FOCUS SESSIONS

Half a day meetings with managers, experts and professionals on cross-cutting business challenges and topics such as: digital pricing, business ethics & sustainability, entrepreneurship management, diversity & inclusion, start-up management.

## INTERNATIONAL WEEK @SILICON VALLEY

A “deep dive” into Big Data & Analytics, Digital Innovation and Entrepreneurship in cooperation with our EMBA consortium partner San Jose State University. The week is specifically designed with lectures, company visits, focus sessions and it is part of the iEMBA curriculum. It will take place between the end of module 2 and begin of module 3.

## PROJECT WORK

The project work concludes the didactic program and consists of an explanation of the company business analysis made during the previous modules. The project is an opportunity for both participants and companies. The project work characterised the program and allows students to deepen their practical knowledge of both techniques and tools.

Taking into account the pandemic, it is given the possibility to remotely join the didactic sessions

# 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 TRASFORMATION

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

## INTERNATIONAL WEEK

# OVERVIEW

## LANGUAGE

- English

## FORMAT

- Part-time Hybrid formula (60% on campus in Italy / 40% online)
- 15 months (December 2022 - April 2024)
- 41 days: Online (a Wednesday evening and a Saturday morning once a month) + On Campus (a Friday and a 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

- Entry Test, 30 minutes, online
- Assessment Interview, 30 minutes, online

## ENROLMENT DEADLINE

- Deadline and Warm up: December 2022
- Kick off Master: January 2023

## FEE

- On a company basis: 32.000 euros + VAT
- On an individual basis: 25.600 euros + VAT
- Reduced fee available for companies of the Business Network and for multiple registrations.
- Reduced fee available for early enrolment

## Long-term and low-interest loan\*

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

\* ONLY PARTICIPANTS HAVING FISCAL RESIDENCE IN ITALY CAN APPLY FOR THIS LOAN.

**BBS**  
BOLOGNA BUSINESS SCHOOL

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