

# GLOBAL MBA

## SUPERCARS, SUPERBIKES AND MOTORSPORTS

II EDITION / A.Y. 2019 - 2020



# BBS

BOLOGNA BUSINESS SCHOOL



In collaboration with  
**Dallara, Ducati, Ferrari,  
Lamborghini, Magneti Marelli,  
Maserati and Toro Rosso**



Our Global MBA provides you with a solid grounding in the major business disciplines and extends this knowledge across **five different tracks**. The program is divided into three blocks: general management, track-specific courses, and an internship or project work period. The Supercars, Superbikes and Motorsports track is the **only program in the World** delivered in cooperation

with the leading companies of the “Motor Valley”. It offers a unique opportunity to blend theory with experience, thanks to our academic excellence and the exclusive expertise of top enterprises like **Dallara, Ducati, Ferrari, and Lamborghini**. You will learn how to handle creativity, technology and people while pursuing long term profitability. This MBA will turn your career into a passion.

## STRUCTURE

**12 months of study** divided into three terms, followed by an internship.

- First term: september 2019 - december 2019
- Second term: january 2020 - march 2020
- Third term: april 2020 - june 2020

**518 hours** of classroom instruction  
**1300 hours** of independent study  
**500 hours** of internship  
equivalent to **72 CFU/ECTS**

### TRACK SPECIFIC COURSES

- Business Strategy for Supercars and Superbikes Companies
- Racing Team Management
- New Product Development in the Motor Industry
- Lab on Advanced Technology in the Motor Industry
- Performance Management System in the Motor Industry

### GENERAL MANAGEMENT COURSES (SHARED)

- Quantitative Methods for Business 1
- Quantitative Methods for Business 2
- Going Global
- Management Consulting
- Corporate Finance
- Corporate Strategy
- Financial and Managerial Accounting
- International Finance
- Marketing Management
- Leading People and Organizations
- Business Ethics and Cross-cultural Management
- Business Planning
- Production and Logistics
- Digital Business and Transformation

## OVERVIEW

### DURATION

september 2019 - september 2020

### KEY FEATURES

full-time master, taught in english,  
international focus, limited enrollment

### APPLICATION DEADLINE

round I: february 15, 2019

round II: april 29, 2019

round III: 15 july, 2019

### ADMISSION REQUIREMENTS

bachelor's degree, english language proficiency

2+ years of experience

further information available on

[www.bbs.unibo.it/globalmba](http://www.bbs.unibo.it/globalmba)

### SELECTION PROCESS

round I: february 26 - 27, 2019

round II: may 8 - 9, 2019

round III: july 25 - 26, 2019

evaluation of academic qualifications,  
admission test, motivational interview

**TUITION FEE:** 35,000 euro

to be paid in several installments,

the first one upon enrollment

### SCHOLARSHIPS

awarded to top-ranked candidates

### HONOR LOAN

"PerTe Prestito Con Lode", a long-term and  
low-interest honor loan, with no collateral required.

The Global MBA is **EPAS accredited**

EPAS is an international program accreditation system operated by EFMD. It aims to evaluate the quality of any business and/or management program that has an international perspective and, where of an appropriately high quality, to accredit it.

**30 y.o.**

AVERAGE AGE

**9%**

FEMALE STUDENTS

**6**

COUNTRIES  
REPRESENTED

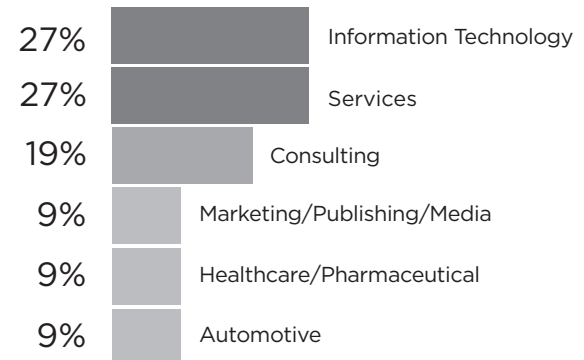
**73%**

INTERNATIONAL  
STUDENTS

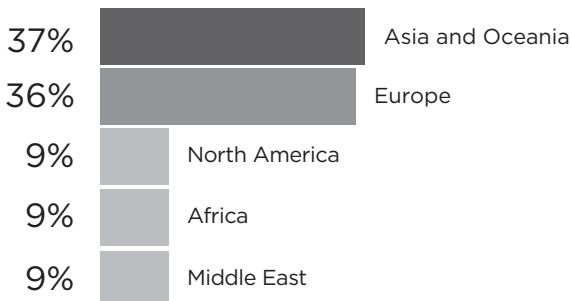
**6 YEARS**

AVERAGE WORK  
EXPERIENCE

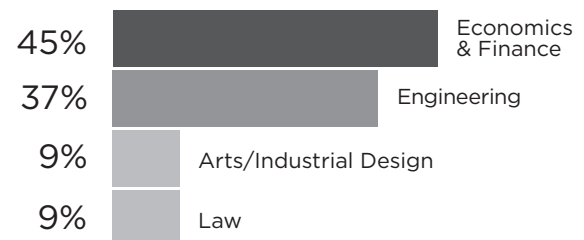
## PROFESSIONAL BACKGROUND



## GEOGRAPHICAL ORIGIN



## EDUCATIONAL BACKGROUND



**BBS**  
BOLOGNA BUSINESS SCHOOL



Barbara Biondi - [globalmba@bbs.unibo.it](mailto:globalmba@bbs.unibo.it)  
Bologna Business School, Villa Guastavillani,  
Via degli Scalini, 18 - 40136 Bologna - Italy  
Ph. +39 051 2090178/140 - Fax +39 051 2090112