

HYBRID MBA

II EDITION / 2022-2023 / PART-TIME ENGLISH

BBS
BOLOGNA BUSINESS SCHOOL



COURSES

CORE COURSES:

- 1 - GLOBAL STRATEGY
- 2 - GEOECONOMICS & GEOPOLITICS
- 3 - FINANCIAL & MANAGEMENT ACCOUNTING
- 4 - CORPORATE FINANCE
- 5 - INNOVATION MANAGEMENT
- 6 - BUSINESS ETHICS & SUSTAINABILITY
- 7 - PEOPLE MANAGEMENT
- 8 - OPERATIONS & SUPPLY CHAIN
- 9 - DIGITAL MARKETING & COMMUNICATION
- 10 - MANAGING LUXURY INDUSTRIES
- 11 - BUSINESS TRANSFORMATION
- 12 - AUTOMATION & ROBOTICS

CROSS-CUTTING COURSES

- 1 - MANAGING HYBRID ORGANIZATIONS
- 2 - DIVERSITY & INCLUSION
- 3 - ENTREPRENEURSHIP

SMART WEEK

LEADERSHIP TALKS

MENTORING

“The Hybrid MBA equips you with theoretical and practical tools and the professional growth support needed to cover roles of responsibility”

LAYOUT

The learning methodology of the Hybrid MBA is characterised by the flexibility of the online sessions with the possibility to interact typical of an on-campus program.

CORE & CROSS-CUTTING COURSES

12 core courses and 3 cross-cutting courses to gain skills and knowledge for your managerial growth within international and innovative organisations.

DISTANCE LEARNING

The online platform is an integral part of the program. It contains the teaching modules and exercises to monitor and test your learning journey. It enables interaction between participants, faculty and tutors thanks to dedicated forums.

LEADERSHIP TALKS

Meetings held by experts and thought leaders to discuss the impact of new leadership styles and skills for the works of the future.

SMART WEEK

The Master features a 5 days on-campus Smart Week. It will take place at the end of September 2022 from Monday to Friday, within industry champions such as Ducati, Lamborghini, Marchesini, Vodafone, YNAP (they may change in cases of force majeure), and 1 Hackathon held at BBS. It is recommended to arrive in Bologna during the weekend.

WHY THIS MBA

“A learning journey designed to take on challenges of the future and build a community ready to manage change at a global level”.



Giorgio Prodi
Academic Director
Bologna Business School

The Hybrid MBA provides the necessary tools and skills to quickly empower the process of professional growth through a flexible program that bridges online and on-campus attendance.

FOR PARTICIPANTS

Participation to the online didactic sessions allows you to combine study with work and family life, avoiding significant transport time and costs. The on-campus Smart Week enable you to strengthening the value on interaction with classmates and faculty, thanks to company visits organised with prestigious industry champions partners of Bologna Business School and to a marathon called Hackathon regarding innovation topics.

FOR COMPANIES

Compatible with work commitments, the program is extremely ambitious and allows companies to develop the skills of their managers and prepare them to guide hybrid organizations. The specific focus on leadership, management of excellence and the Mentoring path allows to develop cutting-edge skills, helping you to bring back into your company innovative skills and stimuli.

TARGET

35 Y.O. | average age

8 YEARS | average work experience

MANAGER E PROFESSIONAL

An MBA designed for those who need to combine study with work and family life



“Participating in this MBA, it’s a real challenge: the Master gave me the opportunity to better express and transform my experience into proposals to optimize the daily activity”

Simona Valentina Mitrea Codreanu
Product Management After Sales, Porsche Romania



“Hybrid MBA provided me with the tools to develop an international mindset and help me think more strategically. I benefited from the international environment and flexibility that the program offered”

Mattia Adami
Supply Chain Manager, GSK

OVERVIEW

LANGUAGE

- English

FORMAT

- Part-time Hybrid formula 90% online / 10% on campus in Italy)
- 13 months (November 2022 - December 2023)
- 82 online didactic sessions
+ 5 Days On-Campus Smart Week within Italian industry champions (such as Lamborghini, Ducati, Marchesini, YNAP - they may change in cases of force majeure)

REQUIREMENTS

- Graduates with 3+ years of work experience
- Non-graduates with 5+ years of work experience (limited places available).

APPLICATION PROCESS

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

ENROLMENT DEADLINE

- Deadline and Warm up Master: November 2022
- Kick off Master: December 2022

FEE

- On a personal basis: 18.400 euros + VAT
- On a company basis: 23.000 euros + VAT
- Reduced fee (limited number, on a first come first served basis) 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.

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