

**PRESS RELEASE****GLOBAL EXECUTIVE MBA**

Milan, April 30<sup>th</sup> 2009 – Starting from March 2010, the newly-designed, 20-month edition of the SDA Bocconi **Global Executive MBA** will take place.

The **GEMBA** offers a mapped and focused curriculum that runs at an appropriate rate in order to give a practical insight within two years along with complementing professional life. The Program appeals to individuals who are key actors of the decision-making process within their respective firms. Students harness their analytical abilities by combining course assignments with day-by-day work experience.

During the 20-month program, you will attend 8 highly concentrated one-week modules + 2 ten-day modules (the first of each year) delivered every other month. This is a format that minimizes time away from work and rigorously maximizes in-class learning, while blending it with distance learning. Two modules are conducted at two partner schools: UCLA Anderson School of Management in Los Angeles and Fudan University in Shanghai.

The *Global Executive MBA* is divided in two parts:

**1<sup>st</sup> YEAR****Fundamentals of Management**I MODULE: Toolkit and Environment

The module aims to set the scene for the program in terms of the students' tendencies and preparedness. It is an instrument for the faculty to tailor the courses to occur in accordance with the attendees' nature, as well as to start exploring Economic and Financial Environment.

II MODULE: Management

Here the focus is on Strategic Management, Marketing and Human Resources.

III MODULE: Innovation

This module is carried out at UCLA in Los Angeles. Its key points are Brand Management and Technology.

V MODULE: Company Structure and Organization

The goal is to understand which is the ideal company structure to successfully compete in today's business environment.

**2<sup>nd</sup> YEAR****Advanced Topics and Electives**VI MODULE: Corporate Finance & Markets

Competitive environment is more and more complex, which requires a deep understanding of markets and financial tools.

VII MODULE: International Business Strategy

This module is carried out at Fudan University in Shanghai. It is devised to develop and exploit the knowledge on how to do business in an emerging market.

VIII-IX MODULES: Electives

Elective courses tackle advanced topics focused on business processes, areas and industries. Electives are conducted alternatively at Bocconi or abroad, thanks to an "exchange network" with top international institutions, including, among the others, London Business School and UCLA.

X MODULE: Open ending

The final module focuses on macroeconomic environment and microeconomic trends.

The **Global Executive MBA** targets executives and company-sponsored professionals who are selected by their corporations to pursue higher career ambitions. The Program is specifically designed for working and experienced managers with demanding jobs and high levels of responsibility.

The **GEMBA** starts on **March 2010** and **classes end on Novembre 2011**.

**In order to apply to the GEMBA** Program, candidates must fill out and submit the online application from ([www.sdabocconi.it/admissionsgemba](http://www.sdabocconi.it/admissionsgemba)) by **15<sup>th</sup> July 2009, first deadline, and 20<sup>th</sup> November 2009, second deadline**, and send to the following address:

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