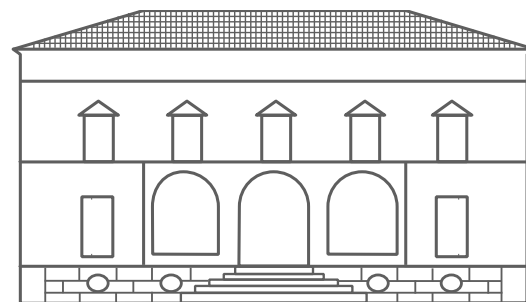


September 2019





BBS
BOLOGNA BUSINESS SCHOOL



CONTENTS

02	VILLA GUASTAVILLANI
03	CONTENTS
04	WHO WE ARE
05	PURPOSE
06	GENERATIVE EDUCATION
07	WHAT WE DO
08	KEY FACTS
09	OUR PROGRAMS
10	DIGITAL TRANSFORMATON
11	SUSTAINABILITY
12	ALUMNI

WHO WE ARE

We are a participatory foundation
born by the initiative of the University of Bologna
and in collaboration with Automobili Lamborghini,
Confindustria Emilia, BBS Society of Scholars,
Fondazione Cassa di Risparmio in Bologna,
Fondazione Guglielmo Marconi, Perini Navi
and UniCredit Group.

PURPOSE

We work to create
a new generation of leaders,
able to lead the international growth and
the digital transformation with the aim
of developing social and economic
competitiveness in a sustainable
framework.

GENERATIVE EDUCATION

Our Business School is committed to deliver a generative education, able to create exponential changes that positively impact on individuals and businesses, and the way they grow, innovate and trigger change by interacting at various levels.

Thanks to the strong connection with the University of Bologna and the Industry Champions, our Business School guarantees a unique education characterized by interdisciplinarity, internationalization and integration with companies.

WHAT WE DO

Full-time Masters in Italian

For young graduates entering the job market.

Full-time International Masters

For global talents motivated to work in Italian companies.

Executive Masters

Improving management competences for managers
and entrepreneurs.

Open and Custom Programs

For a management culture
focused on innovation and sustainability.

11 full-time masters
in English and Italian
300+ young people enrolled
24-30 years old
50 countries
90%+ placement
within 6 months
70%+ Emilia–Romagna
companies

11 executive masters
400+ managers and
entrepreneurs enrolled
30-50 years old
50% from Emilia–Romagna
70%+ individual enrollments
12-16 months part–time
programs

€ 9M+ revenues
(without public funding)
€ 1.5M fundraising/year
€ 1.5M+ scholarships/year
€ 3M+ honor loans/year
350+ Faculties
500+ companies per year
involved in BBS programs

BBS
BOLOGNA BUSINESS SCHOOL



OUR PROGRAMS

GLOBAL MBA

Design, Fashion
and Luxury Goods
Food and Wine
Green Energy and
Sustainable Businesses
Innovation Management
Supercars, Superbikes
and Motorsports

FULL-TIME MASTERS

Data Science
Digital Technology Management
- Artificial Intelligence
- Cyber Security
- Internet of Things
Finance, Control and Auditing
Finance and Fintech
Business Management
- Food & Wine
- Green Management and Sustainable Businesses
- Made in Italy
- Asian Markets
- Retail Management and
E-Commerce
- Tourism, Heritage and Events
HR & Organization
Management
- Industrial Activities
- Life Sciences & MedTech
- Advanced Services
Marketing Management
New Media and Marketing Communication
Wealth Management

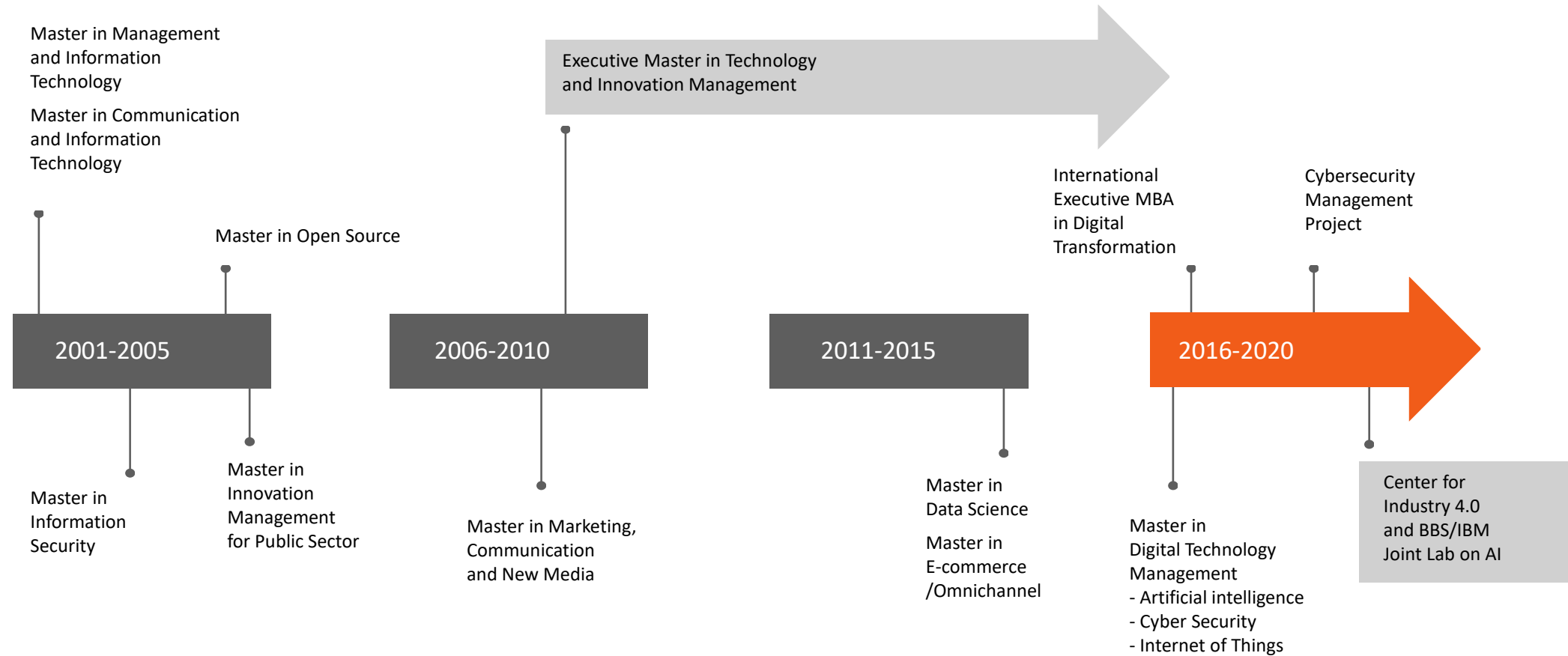
EXECUTIVE MASTERS

Executive MBA
International Executive MBA
MBA Part-time
(Evening edition)
MBA Part-time
(Weekend edition)
Business Innovation Design
Entrepreneurship
Public Management
and Innovation
Sales & Marketing
Supply Chain and Operations
Sustainability and Business Innovation
Technology and Innovation Management

OPEN PROGRAMS

Administration, Finance and Control
Big Data Analytics
Cyber Security Management
Digital Marketing & Communication
Executive Coaching Program
General Management Program
Corporate Governance and Compliance
Human Resources Executive Program
Internet of Things
Interpersonal skills
IT Governance & Management
Leadership in action
Machine Learning
Management Accelerated Program
Procurement Management
Project Management
Project Management Advanced
Technology & Innovation Management
Trade Marketing & Sales Management
Operations Management

DIGITAL TRANSFORMATION



SUSTAINABILITY

Global MBA in Green Energy
and Sustainable Businesses

Master in Business Management in Green Management
and Sustainable Businesses

A course on sustainability in each master program

Executive Master in Sustainability
and Business Innovation

Climate KIC partner

Sulitest for participants, the Faculty and the BBS staff



MULTIPLYING ENTREPRENEURIAL OPPORTUNITIES

The BBS Entrepreneurship Hub

EXECUTIVE MASTER IN ENTREPRENEURSHIP

Customized Master Program:

- Track: New Business Creation
- Track: Second Generation Entrepreneurs

For Would-be Entrepreneurs and Second-generation Entrepreneurs

OPEN PROGRAMS

SCALE UP YOUR START-UP
Part Time Residential

For Entrepreneurs and Managers, who want to scale-up fast

BUSINESS PLAN
Part Time Residential

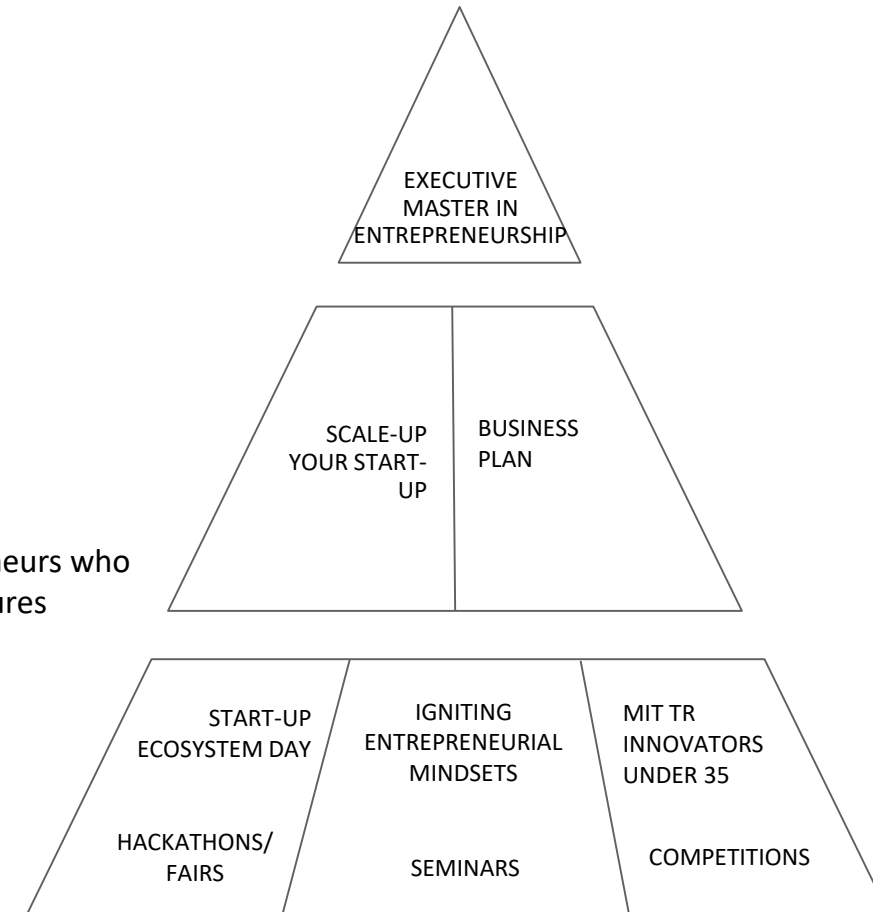
For Would-be Entrepreneurs who want to start their ventures

DISSEMINATION AND DIFFUSION

Workshops – Seminars
Hackathon – Competitions

For the BBS community

- + Modules emphasizing entrepreneurship in EMBA, GMBA and EMTIM
- + Academic conferences on Entrepreneurship



The STARTUP ECOSYSTEM DAYs

(2016-2017-2018)



100+ startups

750+ participants

- 250 startupper
- 250 students
- 200 investors/managers
- 50 faculty



8000+

BBS community of Alumni.

They participate in the school activities, share their experiences, and give support by teaching and offering internships and professional opportunities.



THREE CONTEMPORARY SYNDROMES

1. The old wine in new bottles syndrome
2. The gyzmo syndrome
3. The human redundancy syndrome

Thank you for your attention

Prof. Maurizio Sobrero

Senior Advisor for Next Production Revolution, Bologna Business School

Chair, Department of Management, University of Bologna

maurizio.sobrero@unibo.it

Villa Guastavillani
Via degli Scalini, 18
40136 Bologna (Italy)
Tel. +39 051 2090111
info@bbs.unibo.it
www.bbs.unibo.it

