



**ETP Opening Ceremony,
October 18, 2006 Sciences PO, Paris**

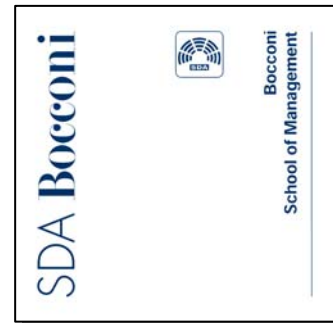
**SDA BOCCONI
ETP J-K 2007
THE ITALIAN INCEPTION MODULE
Prof. Carlo FILIPPINI**



Contents

- ❖ SDA Bocconi School of Management
 - ❖ Partner of the ETP 2006/2007
- ❖ The Italian Inception Module
 - ❖ The Key Objectives
 - ❖ The Faculty
 - ❖ The Calendar
 - ❖ The Package
- ❖ The SDA Bocconi Campus
 - ❖ Accommodation
 - ❖ Logistics and Facilities
 - ❖ The Value of a SDA Bocconi Executive Training

The SDA Bocconi: Partner of the ETP



Established in 1971

- 4 MBAs with 300 Participants
- 6 Specialized Masters delivered in English
- 14 Specialized Masters delivered in Italian
- More than 500 Faculty Members
- Several Thousands of Participants every year
from more than 60 Countries

THE ITALIAN MODULE: The key objectives (1)

The SDA Bocconi's module is designed to:

- ❖ Contribute to transfer advanced knowledge concerning with the key issues of the Economic and Financial systems of Japan and Korea
- ❖ Provide you with innovative tools you can use every day when facing the challenges of an evolving marketplace
- ❖ Empower you to successfully do business in these Countries through the improvement of your soft skills as well

THE ITALIAN MODULE: The key objectives (2)

The economics and management components of the course designed by SDA Bocconi are perfectly aligned with the Waseda and Yonsei courses in order to introduce you to the subjects that will be deepened in Japan and Korea.

Furthermore a unique blend of academic dedication and an awareness of practical, real-life issues will allow you to enjoy the SDA Bocconi experience.

THE ITALIAN MODULE: The Faculty

The Faculty has been structured with a mix of SDA Bocconi Faculty Members, world wide recognized Scholars and Top Companies Testimonials.

The SDA Bocconi Faculty Members have solid academic backgrounds. They often have practical experience in their fields, as well as fresh, multi-disciplinary perspectives.

The Scholars of LSE and IMD (among the others) usually collaborate with SDA Bocconi and Bocconi University in teaching specific topics related to Japan and Korea

The top executives will introduce case history of their company in the Japanese or Korean Market.

THE ITALIAN MODULE: The Calendar

- ❖ January 13: Welcome Seminar and Tutoring Sessions
- ❖ January 15 to 20: Economics and Management Classes and other Activities
- ❖ January 20: Closing Seminars and Farewell Party

The full calendar is available at the Internet site:

www.sdabocconi.it

THE ITALIAN MODULE: The Package

Key information:

- ❖ The Course Syllabus
- ❖ Compulsory Readings (articles, papers ...)
- ❖ The Faculty Curricula

Additional information:

- ❖ A Milano Map
- ❖ Campus Information
- ❖ A shopping bag

The SDA Bocconi Buildings

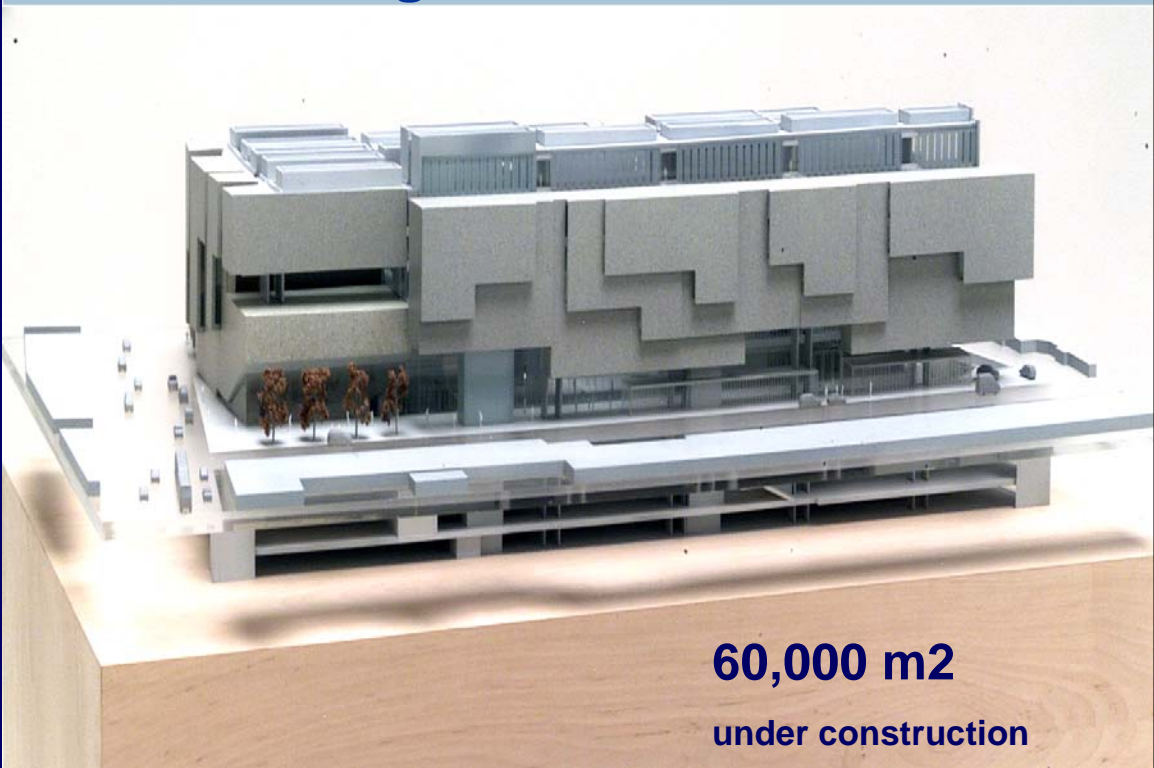


36 classrooms

2,710 seats

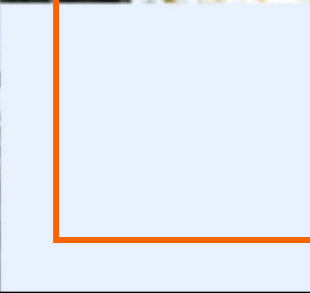


New Building & Convention Site



60,000 m²
under construction

New building & convention site - 10



Milan

as a **Campus**

In the fast-paced life of Milan you will discover real business, fashion, events, Italian food and ... lots of fun!



The Value of SDA Bocconi Executive Training

Accreditations



- **EQUIS** accreditation
(European Quality Improvement System)



- **AMBA** accreditation
(Association of MBAs)



- **ASFOR** accreditation
(Italian Association for Management Education)



- **ISO 9001:2000** certification for SEPROF
(Financed Projects Department)

The Value of SDA Bocconi Executive Training

Alumni Associations



AMSDA

SDA Bocconi Master Alumni Association



ASDA

The Executive Education Courses Alumni Association



ALUB

strong and continuous networking with the Bocconi Alumni Association

Contacts

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ETP Italian Track

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HOW TO GET MORE INFORMATION: www.sdabocconi.it

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