



ETP: THE ITALIAN TRACK

Sara Antonelli, February 20 2006

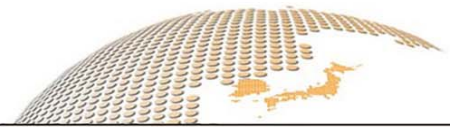
SDA Bocconi
School of Management



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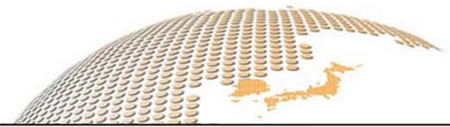
Burson•Marsteller



Main goals and objectives:

- To provide participants with innovative tools for understanding the economic, financial and social situation in Japan and in Korea
- To contribute to transfer knowledge concerning with the issues of (among the others):
 - ✓ Economic Structure
 - ✓ Industrial groups and SMEs, FDI & Production Networks (abroad)
 - ✓ Corporate Governance, Government – Business Relations
 - ✓ Human Resources Management
 - ✓ The Japanese Distribution System
 - ✓ Marketing in Japan
 - ✓ Consumers' Behaviour
- To empower executives to do business in the Countries successfully

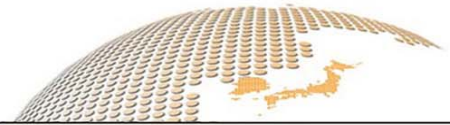




The ETP Italian track structure:

- A welcome Conference with representatives and spokesmen of SDA Bocconi School of Management, Bocconi University, Companies and Institutions (Chambers of Commerce)
- 4 Modules (Mon-Fri) + 2 modules (Sat.) concerned with Economics, Management, Cross-Cultural Management
- Visits to Companies and Institutions located in Milan

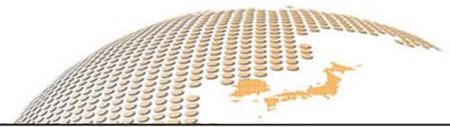




IT and Logistics Facilities:

- An e-learning platform for distance learning is provided to participants (download documents, networking,)
- IT boxes dedicated to participants (e-mails, printing, etc.)
- All classes will be located at SDA Bocconi
- Tutorship





STAFF:

People dealing with the organization and coordination of the ETP Italian Track:

- (Full) Professor Carlo Filippini
ETP Scientific Coordinator
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