

Bocconi

Bachelor Programs

in English



Università Commerciale
Luigi Bocconi

2013-2014

Bocconi. Empowering talent.



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Welcome to Bocconi

Università Bocconi is a point of reference in the areas of business and economics, both in Italy and internationally. With academic research, education and the spread of knowledge, Bocconi aims to provide an important contribution to the economic and social development of our country and the rest of Europe.

The campus, located in the heart of Milan, is open and multicultural. It is a place where students meet and study and work with classmates and faculty members from all over the world to grow and learn during a rich and stimulating academic experience.

The educational offer at an undergraduate level includes 5 three-year Bachelor programs in Economics and a new international program developed in collaboration with two prestigious universities abroad. In addition, there is also a Combined Bachelor and Master of Science program in Law which lasts five years.

Bachelor programs focusing on economics and management offer a package of core knowledge and skills that allows students to confidently tackle subsequent academic paths: either continuing their studies or rapidly entering the workforce. The Law program, in which core economics subjects complement law courses, prepares up-to-date legal professionals who are ready to work in an very dynamic settings and also international environment.

A cutting-edge teaching organization, direct contact between students and faculty members and ongoing interaction with the job market, along with the personal commitment and active participation that all students are required to demonstrate, are the factors that lead to our graduates achieving significant goals and playing leading roles in building their own future.

› Student Facts and Figures (a.y. 2011-2012)

- › **13,834** Total enrollments at Bocconi
- › **1,476** International enrollments
- › **7,492** Enrollments in Bachelor programs
- › **12.2%** International students enrolled in Bachelor programs
- › **1,483** Enrollments in the 5-year program in Law

Profiles of Bachelor and Law students

› Enrollments by gender

48.3% Male
51.7% Female

› Enrollments by residence

15.2% Milan
14.3% Lombardy
60.5% Other Italian regions
10.0% Abroad

› International Bachelor students by origin

80.9% Europe
13.7% Asia & Oceania
4.7% North & South America
0.7% Africa

› International enrollments by secondary school diploma

24.6% IB-International Baccalaureate
17.3% French Baccalauréat
5.8% GCE/GCSE/A Levels
52.3% Other diplomas

Three-Year Bachelor Programs



Università Bocconi is divided into five Schools, which coordinate and supervise the various educational programs: the Undergraduate School offers Bachelor programs in economics and management; the Graduate School offers Master of Science programs, Specialized Master programs and specialization courses; the School of Law offers the Combined Bachelor and Master of Science in Law and other courses in legal studies; the PhD School offers PhD programs; and the SDA Bocconi School of Management offers post-experience executive programs.

The Undergraduate School offers 5 three-year Bachelor programs, one of which is in English and has a distinct international approach and reputation, while the other four are in Italian:

- › **International Economics, Management and Finance (in English)**
- › **Economia aziendale e management**
- › **Economia e finanza**
- › **Economia e scienze sociali**
- › **Economia e management per arte, cultura e comunicazione**

These programs provide students with a solid and rigorous foundation in the fields of economics and management. At the same time there is some flexibility in each student's choice of courses, allowing for initial exposure to a number of more specific topics. These subjects can later be examined more in depth during a Master of Science program.

Teaching methods aim at continuous interaction between faculty and students, which results in accurate and methodical learning, and also develops the logical reasoning and critical skills that allow students to easily continue their studies or enter the workplace as competent and qualified workers.

In addition, thanks to the University's continuing relations with the world of businesses and institutions, lectures often include guest speakers and a broad use of interactive tools such as exercises, simulations, case studies and internships.

Furthermore, starting in the 2013-2014 a.y., through a partnership with two prestigious international universities, USC University of Southern California's Marshall School of Business and HKUST Hong Kong University of Science and Technology, Bocconi is launching a new 4-year degree held entirely in English, the **World Bachelor in Business**. Students will spend one year at each of the three universities studying and coming into contact with cultures on three different continents. This program will be discussed in detail in another section of this brochure (see page 15).

› Teaching and Study Methods

Studying at Bocconi means actively participating in lectures and taking advantage of a teaching model and services created to facilitate and assist study methods and time management.

Each academic year is divided into two semesters (the Fall semester from September to January and the Spring semester from February to June).

Courses last one semester and exams are generally divided into two parts (partial exams): students therefore have another incentive to keep up with their studies.

Teaching at Bocconi is highly interactive, with exercises, simulations, case studies, guest speakers and seminars. Attendance is not compulsory but it is strongly advised.

During the first year, class groups are made up of 125 students, giving classmates the opportunity to have a direct relationship with the faculty and other students in the program. Lessons are also generally held either in the morning or the afternoon, allowing time for individual study and group projects during the other part of the day.

In addition, there are 6 computer rooms available to students with 500 computers, 850 individual study areas and Wi-Fi coverage all over campus.

› Foreign Language Studies

All Bocconi Bachelor programs require two compulsory language exams. Students attending the Bachelor program taught in English choose as their first foreign language either English or another EU language including French, German, Italian as a Second Language, Portuguese and Spanish. Students may choose among French, German, Italian as a Second Language, Portuguese and Spanish as their second foreign language. English native speakers may choose one of the above as their first foreign language.



Language skills are assessed through an evaluation test; marks are expressed in thirtieths and are calculated as part of the grade point average. For the first foreign language, students are required to take two assessment tests: one during the first year and the other during the second year of study. For the second foreign language, the test is taken during the third year of study. As an alternative to the aforementioned tests, students may submit a valid international foreign language certificate, duly recognized by Bocconi.

For more information related to language courses, international certificates and certificate recognition please visit www.unibocconi.eu/languagecenter

› After Completing a Bachelor

At the end of the Bachelor program, students mainly have two options: entering the workplace or continuing their studies with a Master of Science or Specialized Master program.

About 15% of Bocconi graduates choose the first option: for them, placement in the job market is very fast (it takes an average of 1.5 months after graduation).

The remaining 85% of Bachelor graduates decide to continue their studies, either at Bocconi or another university, in Italy or abroad. A Bocconi Master of Science allows students to focus on the areas of study they are most interested in, regardless of which Bachelor program was attended: the common curriculum basis in Bachelor programs ensures that everyone will have the necessary preparation to access any Bocconi Master of Science program (subject to selection and admissions procedures). These programs offer an advanced level of education in terms of knowledge and skills and prepare graduates to cover qualified professional positions with responsibilities in Italy and abroad in industries with sophisticated management and specialized needs. The average time needed for professional placement of Master of Science graduates is 1 month after graduation. 17.3% of graduates find their first job abroad.

› Admissions

Motivation, commitment and intellectual curiosity: these are the qualities that Bocconi students have in common, regardless of where they are from. All students are selected from among the best students from Italian and international high schools, based on the student's school records and personal profile, as well as an aptitude test (the SAT, ACT or Bocconi Test). The admissions process is a tool to discover the best applicants: students are admitted to the University according to their abilities and merit; financial aid programs (including scholarships and low-interest loans) based on merit or financial need are available for deserving students.

For more information:

www.unibocconi.eu/prospectivestudents

International Economics, Management and Finance

The world we live in is getting more complex each day. Distances are shorter, times are faster. Globalization of cultures and operations is a reality, regardless of how we perceive it. Increasingly, it is necessary to think and operate not only in European terms, but also world-wide terms. The Bachelor of International Economics, Management and Finance enables students to analyze and understand these complex dynamics thanks to a solid preparation focusing on enterprises and public and private institutions operating internationally.

The program gives students an in-depth assessment of the structure of the economic and financial system from a European and international perspective, providing them with the tools needed to deal with the mechanisms which regulate the process of integration of different economies, firms and institutions. We strive to create a profile of decision makers who are equally at ease in any country and setting. Because students choose a major in Economics, Management or Finance, they learn how to deal with a wide range of problems and issues.

“ Students enter an academic environment where teaching quality goes hand in hand with research excellence. They will meet and interact with professors who are at the forefront of world knowledge in their field. Equally important, Bachelor of International Economics, Management and Finance students will experience a truly international student community both socially and through their academic work. With students from more than 20 nationalities, the program provides a unique international experience. In this sense, students will establish international social networks that will follow them once the three years are completed.

Arnstein Aasve PROGRAM DIRECTOR



› Program Structure

Each course in the program structure is assigned a given number of credits. One credit point corresponds to an average of 25 hours of work, divided as follows: 8-10 hours of classroom activities (lessons, exercises, seminars) and 15 hours of individual study.

The program structure includes:

- › Compulsory courses
- › Elective courses (chosen by the student)
- › Two EU languages (compulsory in all economics and business programs)
- › Computer Skills. In order to attend the IT class and take the final exam, students must first complete the European Computer Driving Licence
- › A final paper

The Bachelor of International Economics, Management and Finance program is taught entirely in English by a qualified international faculty. It shares the same structure with the other Bachelor programs in Italian (except for the Bachelor of Economics and Management in Arts, Culture and Communication, which has a specific curriculum). This common structure is divided into three parts, each designed to meet specific educational objectives.

1. A common curriculum basis

During the first three semesters of the program, students begin exploring the world of economics and business management with an international outlook and acquire the basic skills that are necessary to continue on to a deeper level of study.

The following are the main areas of teaching:

- › **Economics**, which describes the functioning of economic systems both at an overall level (macroeconomics) and focusing on the individual behavior of companies and consumers (microeconomics)
- › **Management**, which describes how a company works and how it is structured (roles, processes, activities, etc.)
- › **Mathematics and Statistics**, which provides the quantitative tools to understand and apply the various economics models
- › **Economic History**, which studies the evolution of political and economic-social systems and provides a better understanding of current environments
- › **Introduction to the Legal System**, which offers a survey of the fundamentals of Italian civil law (property interests, contract law, tort law and insurance law) both in a domestic and a broader European perspective
- › **Accounting and Financial Statement Analysis**, which teaches the basic logic and techniques of company accounting and reading related documents (financial statements, income statements, balance sheets, etc.)
- › **Financial Markets and Institutions**, which describes the functioning and main components of the financial system: contracts, intermediaries, markets and supervisory boards.

At the end of the first three semesters of shared topics, students in this program can either confirm their choice of program and personalize their

study track by choosing from among the three majors proposed, or request a transfer into one of the other Bachelor programs with the same structure (held in Italian). Transfers are subject to merit and availability.

2. Program features

At the end of the first semester during the second year, students select one of the majors offered: **Management, Economics** or **Finance**. In the core courses, they study the dynamics and determining factors of the global economy: growth, inflation, unemployment, and fiscal and monetary macroeconomic instruments. They also analyze political and economic integration processes throughout Europe and in international markets. The institutional, administrative and constitutional contexts, social dynamics, rules and regulations operating in European and non-European markets are all examined from a comparative point of view.

3. Personalizing the study track

This third phase is made up of courses within the chosen major, as well as 2 elective courses (one of which may be substituted with an internship) and the final paper. During their last year, students may study at important universities abroad and/or take part in internships in Italy or abroad, and broaden their knowledge through subjects which are not examined in the mandatory courses.



› Study Plan

| | | CP |
|----------------------------|----------------------------------------------------|------------|
| 1st year | | |
| Semester I | Management | 12 |
| | Mathematics, Module 1 (General) | 8 |
| | Economics, Module 1 (Microeconomics) | 9 |
| | | 29 |
| Semester II | Economics, Module 2 (Macroeconomics) | 8 |
| | Computer skills for economics | 3 |
| | Mathematics, Module 2 (Applied) | 7 |
| | Economic history | 6 |
| | | 24 |
| | First foreign language, Part I | 3 |
| 2nd year | | |
| Semester I | Introduction to the legal system, Module 1 | 6 |
| | Accounting and financial statement analysis | 11 |
| | Financial markets and institutions | 6 |
| | Statistics | 8 |
| | | 31 |
| Semester II | Major in Management and in Economics | |
| | - European economic policy | 6 |
| | - International economics | 6 |
| | Major in Finance | |
| | -International and monetary economics | 6 |
| | -Financial economics | 6 |
| | Introduction to the legal system, Module 2 | 6 |
| | Corporate finance | 6 |
| | Managerial skills seminars | 2 |
| | | 26 |
| | First foreign language, Part II | 3 |
| 3rd year | | |
| Semester I | Applications for economics, management and finance | 7 |
| | Major compulsories | 24 |
| | | 31 |
| Semester II | Business strategy | 6 |
| | Comparative business and European law | 10 |
| | Elective 1 or internship | 6 |
| | Elective 2 | 6 |
| | Final report | 3 |
| | | 31 |
| | Second foreign language | 2 |
| | Total credit points | 180 |

*Course requirements are subject to change

› In Their Own Words

Why did you choose to study at Bocconi and why did you choose this program?

Making the decision to attend Bocconi was relatively simple because it was one of my “dream schools” when I applied. When I considered the outstanding international reputation for academic excellence combined with the opportunity to study in Europe (I’m from Canada), the appeal was overwhelming. Because of Italy’s central positioning in Europe, travelling to other destinations is very convenient. Furthermore, the opportunity to gain international experience while working alongside talented colleagues and exceptional professors to gain a holistic business perspective was another draw.

Joshua C.

How would you describe the classroom atmosphere?

As an international student from Greece, I appreciated the truly international environment, from classmates to professors, in which students live. The faculty has some of the best professors around the world, allowing students to learn from the best. In addition, the majority of Bocconi’s faculty has had professional careers, which lets students understand the practical side of different subjects.

Emmanouil D.

You never get bored in class because there are people from all over the world telling you new stories all day long. I’m from Germany: it was the first time I heard so many languages in one place and this allowed me to get in touch with so many different cultures. It’s amazing how this makes daily life really exciting!

Marisa S.

What about living in Milan?

It’s amazing! Milan is a great city to be a student – there’s always something to see and somewhere new to go. Living on an urban campus makes for a perfect mix of university and city life – you cross a street and have the fashion capital of the world to experience, a bit different from my home country of Lithuania. And if you ever get tired of Milan, the seaside or the mountains are just a couple of hours away!

Kotryna K.



Bachelor Programs in Italian

Business Administration and Management

This Bachelor focuses on the fields of economics and management, and it is characterized by broad interdisciplinary aspects and consistent attention to the international context. Its structure touches upon the main issues regarding management of the various kinds of companies (e.g. manufacturing, public companies, services, etc.) and their functioning. At the same time, the economic, competitive and legal context within which companies move and develop is also analyzed. Quantitative subjects (mathematics and statistics) are integrated into the curriculum and provide the tools needed to interpret and understand economic models and management techniques.

Economics and Finance

This Bachelor program studies the components and main dynamics of the financial system. In addition to the shared topics in the field of economics and business, courses focus on the functioning of corporate finance and the methods with which companies can manage their investments and financing. The program also allows students to acquire a wide-ranging view of the workings of the economic system, financial markets (e.g. stock exchanges), intermediaries (e.g. commercial and investment banks, insurance companies, asset management companies, etc.) and financial instruments (e.g. stocks and options), with particular attention to international aspects and the strict link between operational theory and reality.

Economics and Social Sciences

This program combines two fundamental elements: a large number of issues in the socio-economic area and a sound methodological preparation focused on qualitative tools (mathematics and statistics). The program is strongly oriented towards international issues, and teaches students to think about economics and social sciences rigorously, creating valid skills for all working environments: including commercial

companies, investment banks, international bodies, research centers, government agencies and universities.

Economics and Management in Arts, Culture and Communication

The program combines a solid foundation in economics and business with several courses traditionally found in the study of the humanities. Though it is a management program that prepares students for a wide variety of career paths in various industries, its focus and teaching methods used make it particularly suitable to students interested in artistic sectors (i.e. museums, theaters, auction houses), cultural areas (i.e. publishing, music, television), creative sectors (i.e. fashion, design, communications, urban development) and, in general, students with a strong interest in a variety of cultures and forms of expression. Milan, which is one of the world capitals for culture, design and fashion, is an ideal background to complete this study program.

Combined Bachelor and Master of Science in Law (5-year program)

Offered by the Bocconi School of Law, this 5-year program is built upon a solid legal foundation and includes all the essential courses of a classic Law program, providing a complete and in-depth education for accessing traditional legal professions. The program structure is also enriched by economic and business courses, a distinctive feature of the Bocconi Law program, which rounds out and enhances the profile of a modern legal professional. Another unique aspect is its international focus, with the option of choosing not only a major in international law, but also elective courses in English and study and work abroad experiences.



World Bachelor in Business





a partnership of

University of Southern California
LOS ANGELES

The Hong Kong University of
Science and Technology
HONG KONG

Università Bocconi
MILAN

Asia, Europe and North America are today recognized as the most important economic, social and cultural actors in the international context. Integration among them is destined to increase. Tomorrow's executives and entrepreneurs will therefore need direct, continuous and deep-rooted exposure to global settings, economies, cultures and societies from each of these geographical areas.

The World Bachelor in Business is an innovative educational experience capable of staying ahead of trends in globalized higher education. Starting in 2013-2014, it will be a four-year undergraduate program jointly developed by three leading business universities, Università Bocconi, USC University of Southern California's Marshall School of Business and HKUST Hong Kong University of Science and Technology.

It represents a "three continents" learning experience: students can build up an international curriculum in the business studies area, supported by direct participation in three social, economic and cultural systems, providing an overall enriching experience.

“ We are looking for particularly bright students with a curious and open-minded attitude to cultural diversity, even better if already supported by international experience, strong skills in social relations and communication, strong commitment, high motivation and personal initiative. As they will be the 'global managers' of tomorrow, they should be flexible to adapt to new environments and have an international orientation. **”**

Carlo Altomonte PROGRAM DIRECTOR



› Program Structure

This Bachelor program is taught in English and is targeted at bright young students with a multicultural outlook: in fact, they will spend the first academic year taking classes in Los Angeles at USC Marshall, the second year at the Hong Kong University of Science and Technology, and the third year at Università Bocconi. Students may choose which of the three schools to attend for the fourth and final year of the program.

At the end of four years, students will have completed coursework and fulfilled degree requirements for all three universities, **earning a Bachelor degree from each institution.**

The first three years of the World Bachelor in Business's curriculum are composed of required courses, which however touch on a variety of topics according to the country of study and the special strengths of each school. The study plan is rigorous and offers both a basic background in management fields integrated with economics, quantitative subjects and legal topics, in addition to basic knowledge in public-private relations, international relations and country-specific issues, enriched by the study of English, a second European language and the basics of Chinese. In addition, several subjects will be studied with the objective of improving ethics, social responsibility and respect for diversity and multiculturalism.

| | | CP |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1st year | @ USC – Los Angeles | |
| Semester I | Leading Organizations | - |
| | Writing and Critical Reasoning | - |
| | Social Issues | - |
| Semester II | Fundamental Principles of the Calculus | 6 |
| | Science and Its Significance | - |
| | Microeconomics for Business | 8 |
| | Advanced Writing | 6 |
| | Arts and Letters | - |
| | Learning about International Commerce | - |
| | | 20 |
| 2nd year | @ HKUST – Hong Kong | |
| Semester I | Macroeconomics | 6 |
| | Mathematics for Economists | 6 |
| | Understanding Business in Asia | 4 |
| | Chinese Communications | 6 |
| | Science and Technology | - |
| | Healthy Lifestyle | - |
| Semester II | Principles of Accounting I | 6 |
| | Intro to Information Systems | 4 |
| | Business Statistics | 6 |
| | Operations Management | 6 |
| | Seminar in Asia's business | - |
| | Humanities (Global culture and traditions) | 6 |
| | Healthy Lifestyle | - |
| | | 50 |
| 3rd year | @ Bocconi - Milan | |
| Semester I | Marketing | 6 |
| | Intro to Legal System I | 6 |
| | Corporate Finance | 6 |
| | Public Management (Business Gov.mt Relations) | 6 |
| Semester II | Financial Markets and Institutions | 6 |
| | Intro to Legal System II | 6 |
| | Managerial Accounting (Accounting II) | 6 |
| | European Economic Policy | 6 |
| | Economic History | 6 |
| | Doing Business in Europe | 2 |
| | Language 2 | 6 |
| | | 62 |
| 4th year | Open. The fourth and final year focuses in the specific interests and objectives of the individual student, not only in the choice of which school to study at, but also through the selection of 3 electives courses. | |
| | | 48 |
| | Total Credit Points | 180 |

*Course requirements are subject to change

› Admissions

The program will enroll a maximum of **45 students** per cycle. The three schools are committed to promoting international diversity within each group. Applicants may submit their application to any one of the three schools. The application involves filling out an online application and providing high school transcripts, SAT or ACT scores, a personal statement and a recommendation letter.

For more information and details about the program, application, fees, scholarships and accommodation, please refer to www.unibocconi.eu/wbb or contact us at:

Guidance and Recruitment Office

tel. +39 025836.5930

wbb@unibocconi.it



General Information



Bocconi's Educational Offer

In addition to the Bachelor programs listed in this brochure, Bocconi's **educational offer** includes a number of graduate and post-graduate programs.

› Graduate School

Master of Science (2-year programs)

- › International Management - **in English**
- › Economics and Management in Arts, Culture, Media and Entertainment - **in English**
- › Economics and Management of Innovation and Technology - **in English**
- › Marketing Management - **in English or Italian**
- › Accounting, Financial Management and Control - **in English or Italian**
- › Finance - **in English or Italian**
- › Economic and Social Sciences - **in English or Italian**
- › Management - **in Italian**
- › Economics and Management of Public Administration and International Institutions - **in Italian**
- › Law and Business Administration - **in Italian**



* Programs listed will be offered during the 2012-2013 a.y. The educational offer is subject to change in the 2013-2014 academic year.

Specialized Master (1-year programs)*

- › MAAC Accounting, Auditing & Control (I level)
- › MAFINRISK Quantitative Finance and Risk Management (I level) - **in English**
- › MaGER Green Management, Energy and Corporate Social Responsibility (I level) - **in English**
- › MasterOP Organization and Human Resources Management (I level)
- › MEMIT Management of Transport, Logistics and Infrastructure (I level)
- › MET Economics of Tourism (I level)
- › MiMeC Marketing and Communication (I level)
- › MDT Corporate Tax Law (II level)

Specialization Programs

- › COPERFI International and EU Taxation

› School of Law

Specialization Programs

- › GI Corporate Law - **in Italian**

› PhD School

PhDs

- › Business Administration and Management - **in English**
- › Economics and Finance - **in English**
- › International Law and Economics - **in English**
- › Statistics - **in English**
- › Law of Business and Commerce

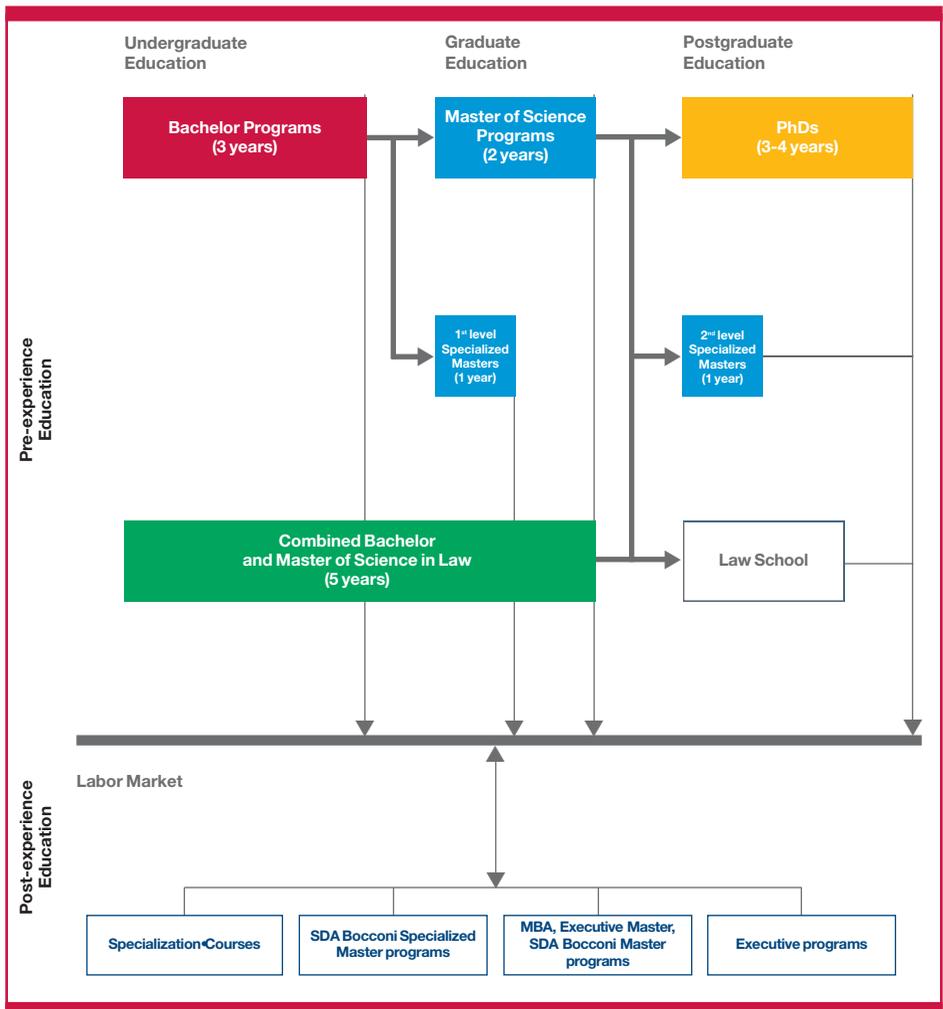
› Other programs

Professional Specialist Programs

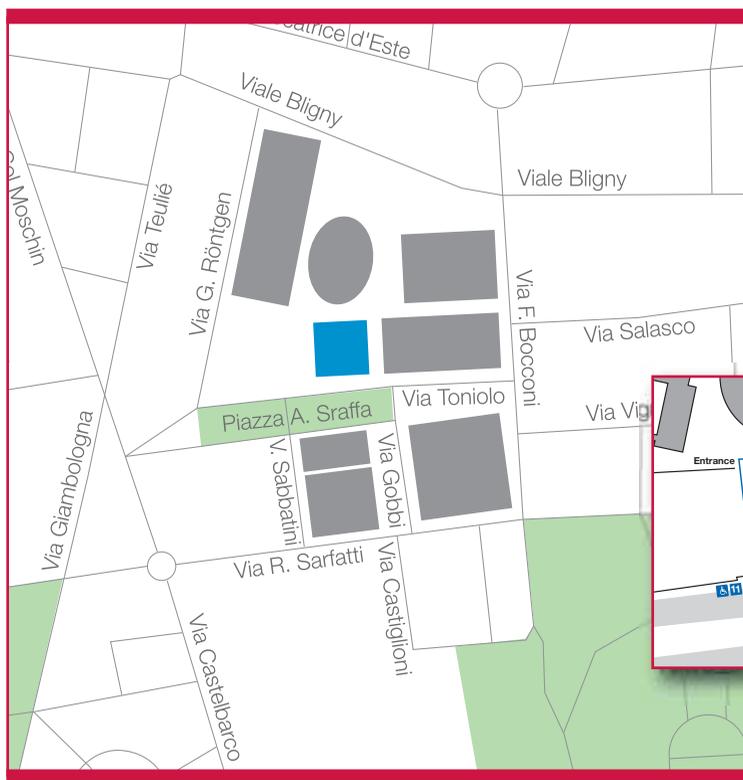
- › Law School

Post-experience education, dedicated to graduates with several years of work experience is offered by SDA Bocconi School of Management. More information on www.sdabocconi.it

Chart of Study Path



The Campus



For general information call or email:

Guidance and Recruitment Office
International Services

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undergraduate.services@unibocconi.it

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