



# **BA** MASTER IN BUSINESS ADMINISTRATION

First Level Master  
in Business Administration

X EDITION (2021/2022)



**DiSEA.DE**  
Dipartimento di  
Scienze Economico-Aziendali  
e Diritto per l'Economia



***[mba.b4m.unimib.it](http://mba.b4m.unimib.it)***

# The master

The master aims at giving the participants an international orientation in order to make them learn the constantly evolving business economic contexts and therefore develop professional profiles capable of facing the competitive scenario in which companies find themselves operating.

It is suitable for those who aspire to complete their training by developing skills and knowledge in the business environment suitable for a job placement in an international context as well.

The master in business administration allows you to develop individual skills and attitudes by providing a solid wealth of management tools, in order to bring out solid and concrete professionalism in the business environment and with skills that are currently highly requested in companies operating in international contexts.

The program is organized into courses delivered in a mixed mode (lectures, exercises, seminars) and relate to some specific areas: administration, auditing, corporate finance, strategy, managerial development, marketing, business law and business English.

Business English teaching develops parallel to other courses. The contents always refer to the comparison with international experiences.

The lectures, as well as the testimonials and conferences will





be held by national and international academics, as well as by national and international managers chosen on the basis of active agreements and exchanges with international universities which the University of Milano Bicocca has signed an agreement. The master confers 60 ECTS.

The master is organized in such a way as to favor the conciliation between attendance, study commitment and work activities. A part time commitment is foreseen with the weekend formula, in fact the classroom activities are scheduled on weekends:

- Friday from 15:00 to 20:00

- Saturday from 8:30 to 13:30

The teaching methods include an alternation of lectures, presentation of company case studies, guided and small group discussions, exercises, role playing and business games in order to provide an articulated and complete vision of the topics covered and to encourage networking moments and comparison between the participants.

- Overall duration: 392 teaching hours + project work (or internship) of at least 250 hours

- Format: 8 courses with acquisition of the relative credits

- | Master start: 26 November 2021
- | Selection: 26 October 2021 at:2,30 pm
- | Language of delivery: English

Participants are awarded with the title of 1st level Master in Business Administration at the end of all training activities. In order to achieve this goal it is mandatory to have an attendance equal to or greater than 75% of the hours of teaching activity and to having passed all the exams in order to get the Master Program diploma. Master Program grants a minimum of 60 ECTS on completion of the course, corresponding to 1500 hours of study (academic activities provided for in the curriculum, integrated with the commitment reserved for self-study and personal preparation) and will award a 1st level University Master Program.

### *The profile of the ideal candidate*

The master is aimed in particular at candidates with a fresh bachelor degree in economics, or graduates in other disciplines with work experience or young graduated entrepreneurs who want to enrich their professional background with managerial skills.



## *Professional opportunities*

The Master in Business Administration, aiming to consolidate and enrich the professional skills and knowledge in the business environment of the learners is in line with the current demands of the work market, increasingly oriented to request specific profiles to better face the managerial, strategic and competitive global dynamics. For this reason too, the Master intends to deepen the various specialist areas with a view to integrate and develop international businesses. To this end, the master provides the development of a program based on teaching methods focused on team working, action learning guaranteed by the presence of expert teachers from different specific sectors who have gained experience in the field, including in international contexts.



## *Detailed program of the course*

BUSINESS ADMINISTRATION & STRATEGY (13 ECTS, 104 hours )

**Course objective:** Understanding the business through the analysis of management, administration and business control with particular focus on business strategies.

The teaching is organized in modules to gradually introduce the participant in the managerial dynamics of companies to understand business economics and management, management control and business strategies. A seminar on the commodities market is an integral part of the program.

**Teaching method:** dialectic, interactive and problem solving oriented

### *Business economics and management*

The aim of this module is to underline the importance of the management issues related to the both subjective and objective dimensions. Following the subjective dimension management is related to the role of Human Capital (or HR) in complex systems.

Following the objective dimension management is related to the tools which support the decision-making process.

- | The cycle of business
- | The business model
- | Product cycle life
- | Contribution margin, profitability, efficiency

### *Management control*

The module target is to enable participants to prepare and to present a business plan according to international best practices. Business models arise directly from multinational companies internal procedures, enriched with topics of milestones in managerial literature.

- | Management accounting vs financial accounting
- | Practice on typical cost accounting issues; problems & solutions.
- | The sales budget
- | Illustration of a process costing system
- | The marketing development costs budget
- | The G&A budget
- | Sales and manufacturing variances analysis
- | How to build the five years business plan
- | The business plan presentation.



## *Business Strategy*

A seminar on Basic Concepts of Strategic Management, Internal and External analysis, Judgement in Managerial Decision and Strategies in Action introduces the participants to Business strategy topics.

The module aims to introduce the student to the knowledge of the strategy at the level of corporate strategy, business unit strategy and functional strategy. Starting from the historic definition of strategy, the questions that the course will help answer are: why a strategy is needed to be successful in business, what are the most frequent mistakes that can be made, what is the difference between strategy and tactics and how to correctly formulate a strategic plan.

The lessons will have a practical approach analyzing best practices and a particular focus will be made on internationalization.

| ***Theoretical Section:*** Strategy definitions and history - Strategy and Tactics - Strategic planning and strategic process. Main tools - Different strategies.

| ***Practical Section:*** Strategy Examples - Failure of a strategic plan and success factors - Internationalization and focus on Japan & China





### *Seminar on Global Commodity Markets*

For many people, commodity markets are a black box. Therefore, the aim of this module is to introduce students to global commodity markets in a smooth and coherent manner in order to demystify it. The module covers the following topics:

- | The physical commodities traded globally
- | The physical supply chain in the global commodity market
- | Commodity transformation and arbitrage
- | Commodity trade financing
- | The financial commodity market (futures or derivatives market)
- | Hedging in global commodity trade
- | Financialization of commodity market
- | Speculation, manipulation and other market abuses

MARKETING (6 ECTS, 48 hours )

The **course objective** is to give participants a fundamental knowledge of marketing principles and to apply that knowledge to confront real-world marketing problems.

**Topics covered:** Brand elements and their management, research and data analysis, strategic planning, using creative communication in advertising and promotion, media selection and management, distribution and supply chain theory, data monito-



ring, traditional and digital marketing channels, social media, corporate communications and customer relation management.

Each step of marketing theory is reinforced with case study projects in which separate class groups work to find strategic solutions to complex marketing challenges. Groups prepare PPT presentations to show and defend their marketing ideas. Throughout the course, outside guest marketing experts are occasionally invited to share their experience with the class. The goal is to promote sound use of analytical market logic along with an intuitive and creative approach to arrive at feasible solutions to many-sided issues.

With the class workshop format, teacher- student interaction is encouraged. When students acquire a sound understanding of the mechanism of modern marketing they can use the tools to face practical business challenges, as a small start-up or global giant. An individual written report of a 5 year marketing plan is also part of the course.

This marketing class is a practical learning experience to professionally express, with confidence, ones ideas on the best approach to create and sell value, and to build a successful brand in a very competitive and fast-moving market.



## FINANCIAL ACCOUNTING (8 ECTS, 64 hours )

**Course objective:** Knowing and understanding how to interpret the values of the financial statements according to the international accounting principles is the primary objective of the course, but also acquiring the logic and dynamics of the accounting systems used in international contexts.

### Topics :

- | Basic of financial accounting according to international accounting standards
- | The different types of accounting records to record business transactions
- | The accounting cycle and fiscal year adjustments
- | Financial reporting according to international accounting standards (Statement of financial position, Statement of profit and loss and other comprehensive income, Cash Flow statement, Statement of changes in equity).

## CORPORATE FINANCE (6 ECTS, 48 hours )

**Course objective:** at the end of the course the participants will have a deep knowledge of the different approaches to corporate evaluations.



**Topics covered.** The course will analyse the different methods related to corporate's evaluation through the analysis of : the reclassified financial statement, the main financial end economic ratios, the different evaluation methods, like DCF, Multiple, EVA, etc and even the application of the Capital Asset Pricing Model principles.

The course will be held taking in consideration the necessity to couple to the theoretical topics a practical one.

AUDITING (5 ECTS, 40 hours )

**Course objective.** The course introduces participants to the internal control system, the phases and characteristics of the external audit in place in the main international audit firms.

**Topics covered** Introduction to internal and external auditing. The internal control System. The reactionary approach of the "modern" regulation of internal controls. CoSo Report. The role of the auditors and external auditing, examples and case studies aimed to understand

- | the main techniques and procedures adopted by auditors to acquire audit evidence necessary in support to professional judgment on the Financial Statements;

- | the circumstances that require auditors to involve skills and expertise other than auditing in order to analyze and evaluate particular areas of the Financial Statements;
- | the phase of identification and evaluation of errors and audit evidence collected during the execution of the audit engagement together with their representation in the audit report.

## CORPORATE GOVERNANCE & COMPLIANCE ( 4 ECTS, 32 hours )

**Course objective.** The course is aimed at studying the various corporate governance models adopted at an international level. The participants will understand the driving force behind the development of corporate governance in the last two decades, and the importance of corporate governance to the company itself, to directors and shareholders and other stake holders. The course will also introduce participants to the ways in which the compliance function is carried out.

### Topics covered

- | Governance – legal and regulatory framework
- | Shareholders
- | Board of directors
- | The relationship between the Board of Directors, management and the rest of the organization



- | The process through which companies demonstrate that they have conformed to specific requirements in laws, regulations, contracts, strategies and policies.

BUSINESS ENGLISH ( 5 ECTS, 40 hours )

### **Course objective**

- | How to learn reading strategies in the area of Business & Economics and how to improve communication skills in the same area.
- | How to acquire a cross-cultural awareness and be able to behave & communicate in typical social situations (diversity and tolerance, intra-intercultural differences). Having successful friendships and business relationships in an international context means to understand and accept the differences.
- | How to understand and use the most suitable style in business meetings, conferences and presentations as to clarity and synthesis, or emphasis, politeness and softening in the narrative build-up.
- | To be able to detect the socio-psychological issues encountered in multicultural business.
- | To be able to use the resources offered by experimental and behavioural economics in oral and written communication in Business English.

## Topics covered

- | Revision of the main grammatical structures of English with regard to business and economics.
- | In-depth analysis of specialized vocabulary in the economic and business area.
- | Reading and text analysis of articles related to the economic and business world taken and adapted from both the British and American press like the Economist, the Times, the Guardian, the Wall Street Journal, the New York Times.
- | The role of culture played when companies work internationally in a globalized world.
- | How to develop an argument by means of discourse markers.
- | Identifying the business communication style of a culture.
- | Understanding the subtle challenges in the use of Business English in oral and written communication for non-native speakers.
- | Understanding the role of culture (e.g., Western, individualistic vs. Eastern, collectivistic) in the decision-making process.
- | Becoming familiar with the resources offered by experimental and behavioural economics for Business Culture.



BUSINESS LAW ( 2 ECTS – 16 hours)

**Course objective** The course introduces participants to the relationship between business and law. The format is monographic pills related to extremely topical issues for companies such as Antitrust and Competition law, Industrial property, Industry 4.0.

**Topics covered.**

- | Management and the Law (overview on a complex relationship)
- | Basic concepts of the Law (The Civil Code - Common Law and Civil Law)
- | An overview on the Italian Legal System - Legal reasoning
- | Managing legal disputes: The Judicial System – Court and arbitration
- | Doing business and the Law: Focus on Industrial Property – Trademarks - Patents
- | Managing the Law in Internet virtual world



## *The study plan*

THE STUDY PLAN CONSISTS OF 8 COURSES:

**Business Administration and Strategy.** The course is aimed at the analysis of management, administration, corporate control with particular focus on corporate strategies.

**Financial Accounting.** Knowing and being able to interpret the values of financial statements according to international accounting standards is the primary objective of the teaching, acquiring the logic and dynamics of the accounting systems used in international contexts as a priority.

**Corporate Finance.** The course provides conceptual frameworks and operational tools relating to financial transactions with strategic value for the company, analyzing the choices relating to the corporate financial structure and financial sustainability in the medium / long term.

**Auditing.** The course is aimed at investigating the internal control system, the phases and characteristics of the external audit in place in the main international audit firms.



**Governance & Compliance.** The course is aimed at studying the various corporate governance models adopted at an international level.

**Marketing.** The course investigates and applies the main marketing techniques to understand and have greater awareness of the key areas of strategic marketing. Personal marketing, branding, sales and distribution, retail strategies, advertising, media positioning and monitoring, communication, PR and customer service, principles of product creation and devising a strategic marketing plan.

**Business Law.** The course includes monographic pills related to extremely topical issues for companies such as Antitrust and Competition law, Industrial property, Industry 4.0.

**Business English.** The teaching is aimed at enhancing the knowledge of business English.

## *The Faculty*

### ***PAOLA SARACINO***

ASSOCIATE PROFESSOR OF FINANCIAL ACCOUNTING AND DIRECTOR OF THE MASTER, UNIVERSITY OF MILAN-BICOCCA

### ***ALESSANDRO CAPOCCHI***

FULL PROFESSOR OF BUSINESS ADMINISTRATION, UNIVERSITY OF MILAN-BICOCCA

### ***ROBERTA PROVASI***

ASSOCIATE PROFESSOR OF AUDITING, UNIVERSITY OF MILAN-BICOCCA

### ***GUSTAVO BARBOZA***

FULL PROFESSOR AND THE JACK AND VADA REYNOLDS ENDOWED CHAIR OF INTERNATIONAL BUSINESS AT THE COLLEGE OF BUSINESS, LOYOLA UNIVERSITY NEW ORLEANS

### ***MURAD HARASHEH***

PHD IN ECONOMICS, LAW, & INSTITUTIONS, RESEARCH FELLOW UNIVERSITY OF BOLOGNA

### ***VINCENZO FRANCESCHELLI***

SENIOR PROFESSOR AT THE UNIVERSITY OF MILAN-BICOCCA,  
FORMER FULL PROFESSOR OF PRIVATE LAW AND LAWYER

### ***EDWING GILMORE***

MARKETING AND CORPORATE COMMUNICATION CONSULTANT

### ***VITO POTENZA***

FOUNDING PARTNER POTENZA & PARTNER - MILAN

### ***PIETRO BOTTANI***

SENIOR PARTNER - STUDIO GAVAZZI BORELLA

### ***ANDREA BARZAGHI***

PHD IN BUSINESS ADMINISTRATION AND FOUNDING PARTNER AB&P  
STUDIO BUSINESS, CORPORATE AND TAX CONSULTING



***DAVIDE GUARNIERI***

DIRECTOR GROUP DIGITAL SERVICES - VESUVIUS

***CLAUDIO MARIANI***

PARTNER KPMG SPA AND ADJUNCT PROFESSOR OF AUDITING, UNIVERSITY OF MILAN-BICOCCA

***LUCA MAGNANO SAN LIO***

PARTNER OF KPMG SPA

***MAURIZIO LONATI***

***SILVIA VILLA***

***FABRIZIO GAZZANI***

FREELAND SENIOR CONSULTANT, AND PAST MANAGER IN CORPORATION

***PAOLA TORNAGHI***

CONTRACT PROFESSOR OF BUSINESS ENGLISH

***VIVIANA DI GIOVINAZZO***

PH.D IN SCIENCES ÉCONOMIQUES (UNIVERSITY OF PARIS I PANTHÉON- SORBONNE)  
AND PH.D IN HISTORY OF ECONOMIC THOUGHT (UNIVERSITY OF MACERATA),  
CURRENTLY LECTURER AT THE UNIVERSITY OF MILANO-BICOCCA.



## *Partner*

The master is delivered with the collaboration of KPMG Spa and PWC Spa.



## *Registration and tuition fee*

The Master in Business Administration has a limited number of participants (max 33 participants) and involves a selection process based on the candidates' curricula and a motivation and aptitude interview.

The call for applications for admission will be published by 10 June 2021 on the University website.

The application for admission to the selection takes place entirely online, following the instructions contained in the announcement.

**Tuition:** 5,500.00 euros

The payment of the registration fee must be made according to the information indicated in the announcement; there is a contribution of 100 euros to access the selection, a first installment of 2,650 euros upon enrollment (approximately one week before the start of the master), a second installment of 2,750 euros by February 2022.

**Application deadline for admission:** 15 October 2021

**Selection interviews:** 26 October 2021

**Publication of ranking:** starting from 5 November 2021

**Registration:** by 12 November 2021







In the call, to which reference should be made, the following additional registration methods are also provided:

- Registration as Auditor  
(at the end of acquiring a certificate of attendance)
- Subscription to individual modules.

## ***Practical information and contacts***

### **Sede del Master:**

Location of the master:  
University of Milan-Bicocca  
Building U6-U7  
Piazza Ateneo Nuovo, 1 - 20126 Milan

### **For information and contacts:**

#### **Prof. Paola Saracino**

Via Bicocca degli Arcimboldi, 8  
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**Bicocca4Management (B4M)** è la scuola di Alta Formazione del Dipartimento di Scienze Economico-Aziendali e Diritto per l'Economia dell'Università degli Studi di Milano-Bicocca.

**Bicocca4Management (B4M)** costruisce percorsi formativi sfidanti capaci di rispondere alle esigenze del mercato e di influenzare i trend emergenti. Crea e condivide valore sostenendo lo sviluppo di un mindset innovativo. Grazie a una Faculty all'avanguardia sui temi del management e a professionisti e specialisti provenienti da diversi ambiti: dal Marketing, Turismo, HR, al Management, Diritto, Digital, sviluppiamo prodotti formativi che integrano formazione accademica di alta qualità a esperienza sul campo.

### **A chi ci rivolgiamo**

Neo-laureati e giovani talenti per creare un ponte tra mondo accademico e mondo del lavoro, imprenditori, professionisti e manager interessati a sviluppare competenze manageriali attraverso una formazione fortemente orientata al business.

# BA MASTER IN BUSINESS ADMINISTRATION

ISCRIVITI

