



**POLITECNICO DI MILANO  
GRADUATE SCHOOL OF BUSINESS**

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MBA  
SPECIALIZATION

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# CUSTOMIZE YOUR LEARNING PATH

The MBA is a 360-degree experience combining learning and personal growth opportunities together with face-to-face lectures and bootcamps. A quarter of the program's activities will take place in experiential mode, to learn from change experts and to apply in a practical and immediate way the concepts learned, having a continuous and sustained experience.

The Full-Time MBA format offers the opportunity to specialize in one of the four different areas:

> **Entrepreneurship, Innovation  
& Start-up Development**

> **Digital Transformation & Big Data**

> **Luxury & Design Management**

> **Global & Sustainable Management**

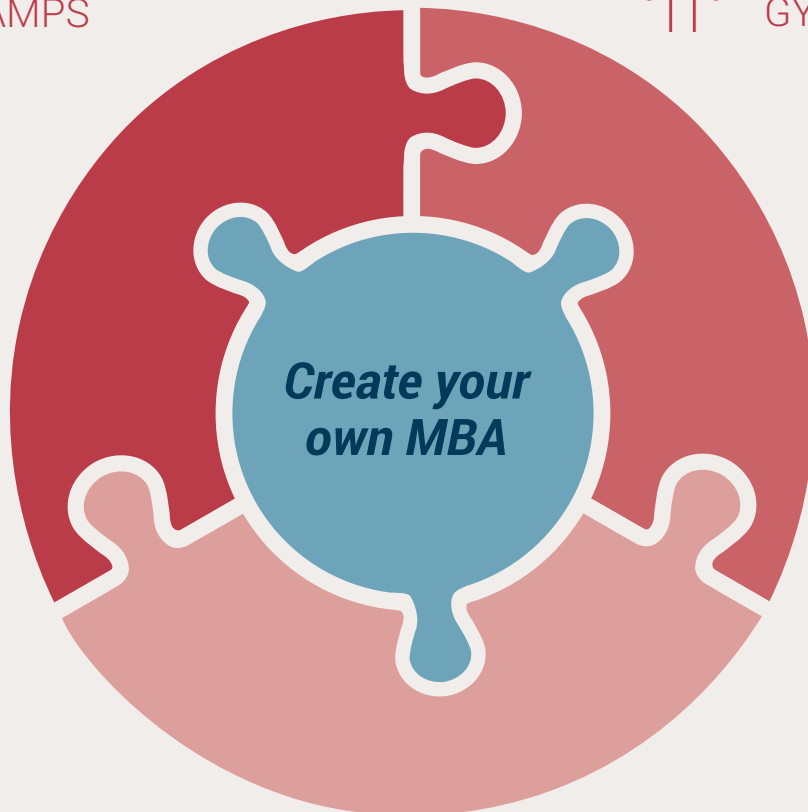
Experiential learning comprises various activities, all chosen and completely customized by the student, such as participation in international challenges, business games and simulations, organizational check-up projects for specific sectors or companies, social innovation projects, company visits, company speeches, webinars, etc.



MANAGEMENT  
BOOTCAMPS



EXPERIENTIAL  
GYM



INTERNATIONAL  
EXPERIENCES

# PROGRAM OVERVIEW

## ON CLOUD OR ON CAMPUS

### FIRST PILLAR

- > Business Statistics
- > Setting the Stage
- > Organization Design
- > Management Accounting
- > Business & Industrial Economics
- > Financial Accounting
- > Macroeconomics
- > Strategy
- > Corporate Finance

SEPTEMBER - OCTOBER

### SECOND PILLAR

- > Marketing Management
- > Operations Management
- > SCM & Purchasing Management
- > People & Change Management
- > Financial Valuation

OCTOBER - NOVEMBER

### THIRD PILLAR

- > Business Planning
- > Omni-channel Marketing
- > International Economics
- > Innovation Strategy
- > Innovation Leadership
- > Project Management
- > Digital Transformation

DECEMBER - JANUARY



## EXPERIENTIAL GYM

## PRACTICE IN LEADERSHIP AND CAREER IN ACTION

(CAREER WORKSHOPS, MOCK INTERVIEWS, NETWORKING WITH EMPLOYERS, RECRUITING EVENTS, PROJECT WORK)



## BOOTCAMPS

### COMPULSORY

### SPECIALIZATIONS

- > Lean Start-up
- > Design Thinking



- > Entrepreneurship, Innovation & Start-up Development
- > Luxury & Design Management
- > Digital Transformation & Big Data
- > Sustainable & Global Management



- > International Experiences

### PROJECT WORK

FEBRUARY

FEBRUARY - APRIL

MAY - JULY



## EXPERIENTIAL GYM

### > ENTREPRENEURSHIP, INNOVATION & START-UP DEVELOPMENT

**COMPANY VISITS:** learn more about entrepreneurship and innovation in practice.

**COMPANY PRESENTATIONS:** learn from managers, MIP alumni and start-uppers about their experience and understand how they developed their companies. Get insights about the development of an innovative and entrepreneurial mindset.

**SIMULATIONS/GAMES:** such as Entrepreneurship Simulation - The Start-up Game, Working Capital Simulation - Managing Growth V2, Innovation Simulation - Breaking News, Family Business Simulation- Honey Heritage.

**ENTREPRENEURSHIP ADVISORY PROJECT:** the opportunity to work on tailored real-world projects in close interaction with the world's leading technologies and companies.

### > LUXURY & DESIGN MANAGEMENT

**COMPANY VISITS:** learn more about luxury management in practice.

**COMPANY PRESENTATIONS:** learn from luxury managers and entrepreneurs about their experience and understand which are the main challenges of the industry and the main competences requested to be successful in this competitive arena.

**SIMULATIONS/GAMES:** such as Luxury distribution game and Mystery shopping activities.

**LUXURY ADVISORY PROJECT:** in collaboration with some luxury companies, have the opportunity to work on tailored real-world projects in close interaction with managers to analyze internal processes and to overcome the industry's leading challenges.



## > DIGITAL TRANSFORMATION & BIG DATA

**COMPANY VISITS:** learn more about digital companies as well as traditional companies implementing a proper digital strategy.

**COMPANY PRESENTATIONS:** learn from managers and entrepreneurs about their experience in digital transformation and understand which are the main challenges that traditional business models face and how to overcome the digital disruption.

**SIMULATIONS/GAMES:** such as digital transformation challenges.

**BIG DATA/DIGITAL TRANSFORMATION ADVISORY PROJECT:** in collaboration with some top digital companies, you will have the opportunity to work on tailored real-world projects in close interaction with managers to analyze internal processes and to overcome the industry's leading challenges.

## > GLOBAL & SUSTAINABLE MANAGEMENT

**COMPANY VISITS:** learn more about industrial, financial and service industries.

**COMPANY PRESENTATIONS:** learn from managers, MIP alumni, NGO representatives about their experience and their best practices about how to manage a process or the company.

**SIMULATIONS/GAMES:** such as beer game, CleanTech challenge, business games.

**SOCIAL INNOVATION ADVISORY PROJECT:** in collaboration with various companies, have the opportunity to work on tailored projects with a clear social impact. The program will be designed with dedicated paths such as Marketing, Innovation, Supply Chain & Operations, Fintech.



# MANAGEMENT BOOTCAMPS

## 1. YOUR MBA IN ENTREPRENEURSHIP, INNOVATION & START-UP DEVELOPMENT

ENTREPRENEURIAL STRATEGY



ENTREPRENEURIAL EXPLORATION:  
Silicon Valley Experience



ENTREPRENEURIAL INNOVATION &  
IMPLEMENTATION: a week at POLIHUB



2 courses chosen from the bootcamps offered in  
**\*GLOBAL & SUSTAINABLE MANAGEMENT**

## 2. YOUR MBA IN LUXURY & DESIGN MANAGEMENT

BUILDING THE VALUE CHAIN (Branding,  
Designing, Manufacturing, Distributing)



GOING TO THE LUXURY MARKET



INTERNATIONAL STUDY TOUR IN THE  
HEART OF THE LUXURY WORLD



2 courses chosen from the bootcamps offered in  
**\*GLOBAL & SUSTAINABLE MANAGEMENT**

## 3. YOUR MBA IN DIGITAL TRANSFORMATION & BIG DATA

DIGITAL TRANSFORMATION: STRATEGY,  
GOVERNANCE AND BUSINESS MODELS



THE MAIN PILLARS OF B2C eCOMMERCE



BIG DATA & ARTIFICIAL INTELLIGENCE



2 courses chosen from the bootcamps offered in  
**\*GLOBAL & SUSTAINABLE MANAGEMENT**

### \* GLOBAL & SUSTAINABLE MANAGEMENT BOOTCAMPS:

- > Global Management
- > Industry 4.0
- > Sustainability & Circular Economy
- > Biomarketing
- > Soft Skills

## 4. YOUR MBA IN GLOBAL & SUSTAINABLE MANAGEMENT

The bootcamps must be chosen from the following:

- > Global Management
- > Industry 4.0
- > Sustainability & Circular Economy
- > Biomarketing
- > Soft Skills
- > Entrepreneurial Strategy
- > Building the Value Chain (Branding, Designing, Manufacturing, Distributing)
- > Digital Transformation: Strategy, Governance and Business Models

# YOUR MBA IN ENTREPRENEURSHIP, INNOVATION & START-UP DEVELOPMENT

In partnership with **PoliHub** and in collaboration with **Microsoft and Plug and Play**

## LEARNING OBJECTIVES

The program focuses on learning how to develop and launch an innovative company, combining academic insights with team practice and engagement with real-world start-ups and ventures. It will help you develop an entrepreneurial mindset, critical skills and connections that will propel you through an entrepreneurial career. The program supports all innovators and entrepreneurs, whether they hope to become an entrepreneur or join an entrepreneurial team in a start-up or young venture. Based on the courses offered, this specialization is a perfect match if you are looking for:

- > **An accelerated path for entrepreneurs and startups**
- > **A program for corporate development and change leaders**
- > **A program for the next generation of family business leaders**

## LEARNING TOOLS: THE BOOTCAMPS

### Entrepreneurial Strategy

This bootcamp aims at providing MBA students with the skills, analytical tools, perspectives and experiences that will help them to anticipate the problems likely to be encountered when transforming an entrepreneurial idea into a business; select the most suitable financing channels (crowdfunding, angel capital, venture capital, banks), and negotiate deals with risk capital providers. Through business simulations and team projects, the students will learn how to assess the resources necessary to develop a new business, identify the right sources of funding, and define a customer need that the new venture will address.


### Entrepreneurial exploration: Silicon Valley Experience

A full immersion week, focused on the experience of professionals, entrepreneurs and managers in the Bay Area, networking with companies and local institutions to enhance the professional and personal development of participants. Candidates will gain unique business and cultural insights through the collaboration with the Leavey School of Business, SCU and the Business Association Italy America. Visits include iconic start-ups, large corporations, venture capital firms and incubators to gain a full perspective on the process of taking an idea to the market and scaling a company, including strategic positioning, start-up financing and pitching to investors, building connections and team management.

### Entrepreneurial innovation and implementation: a week in PoliHub

The bootcamp, in collaboration with PoliHub, has the purpose of investigating the main steps to implement to launch a start-up and to apply these concepts, in collaboration with PoliHub mentors, to know how to launch and develop an entrepreneurial firm. Run in PoliHub, an immersive week designed as a combination of theory and implementation, and through a continuous sharing of ideas and experiences with start-ups incubated in PoliHub.

## POTENTIAL CAREERS

- |   |  |  |
|---|--|--|
|  Corporate Development Manager |  Chief Innovation Officer                         |  Corporate Strategy Advisor |
|  Business Development Manager  |  Corporate Marketing Manager                      |  Corporate Sales Manager    |
|  Corporate Export Manager      |  Corporate Supply Chain and Operations Management |  Corporate HR Manager       |

# YOUR MBA IN LUXURY & DESIGN MANAGEMENT

In partnership with **OTB**

## LEARNING OBJECTIVES

This is the MBA for you if you want to have a complete understanding of the management of a company, with specific competences in the main features of the luxury industry. Thanks to a strong background in general management, the program focuses on learning which are the main critical success factors of luxury companies, combining a strong managerial background with an in-depth understanding of the dynamics of this challenging and inspiring industry.

The program supports all kinds of managerial roles, whether participants hope to develop a career in the great luxury groups or in the niche companies of the industry, thanks to an expertise moving from Marketing, to Brand through Operations, up to Retail. Based on the courses offered, this specialization is a perfect match if you are looking for:

- > **A program for becoming expert in the luxury industry**
- > **A program for corporate development and innovators in design companies**
- > **A program for the next generation of luxury entrepreneurs**

## LEARNING TOOLS: THE BOOTCAMPS

### Building the Value Chain

(Branding, Designing,  
Manufacturing, Distributing)

This bootcamp aims at providing MBA students with the main definitions of luxury and luxury critical success factors, teaching them how to know the anatomy of a luxury brand, and to understand how the critical process of product development is designed and managed in luxury firms. Moreover, there will be a focus on the operational parts of the company in terms of operations, supply chain management and distribution.

The bootcamp is run in collaboration with industry and international academic experts.

### Going to the luxury market

This bootcamp aims to go into depth on the main decisions relating to the retail network, investigating topics such as store formats and locations, store design and retailing. Moreover, the main perspectives of marketing will be considered, to know how to contribute to the intriguing debate about how to integrate Physical and Digital in a blended, effective strategy. The role of retail operations will be investigated in terms of (Visual) Merchandising, Category Management, Demand Management and Inventory management at the point of sales, up to the creation of a real in-store customer experience.

### Study Tour in the heart of the luxury world

A full immersion in the reality of the luxury world, working in the field with company professionals and industry experts. The secrets of the main sectors of the luxury industry will be investigated with a practical and experiential approach: Italy is the lively centre of innovative luxury production.

The Study Tour will include the Modena area, visiting the well-known brands of luxury cars, but also of food and wine; it will then move on to Tuscany, a land proud of its leather-based goods production. This is testified by MIP's partnership with well-known worldwide brands such as Prada, Gucci and Ferragamo. The tour will be enriched by company testimonials and the direct experience of managers who are successfully running their businesses in the luxury sectors.

## POTENTIAL CAREERS



Corporate Brand and  
Marketing Manager



Corporate Strategy Advisor



Luxury Entrepreneurs



Supply Chain and Operations  
Management Professional



Retail Manager



Export Manager

# YOUR MBA IN DIGITAL TRANSFORMATION & BIG DATA

In partnership with **Unicredit** and **IBM**

## LEARNING OBJECTIVES

The specialization in Digital Transformation aims at developing skills and competencies in managing pervasive, multi-purpose, customer-centric and value transformational Digital Innovations with a combined strategic, entrepreneurial and organizational perspective.

Participants in the specialization will master the ability to leverage Digital Innovation to exploit new entrepreneurial opportunities in order to launch new products, services and business models. They will also pay specific attention to the organizational dimension of company transformation to enable the implementation of a Digital Business Strategy.

While traditionally, the primary roles and job positions that would stem from a strong competence in Digital Transformation would refer to the Innovation and Information Technology areas, leading to positions such as Chief Innovation Officers and Chief Information Officers, today companies recognize the crosscutting and pervasive role of Digital Innovation. Based on the courses offered, this specialization is a perfect match if you are looking for:

- > **A program for becoming expert in digital transformation in both digital and traditional companies**
- > **A program for corporate development and change leaders in a digital world**
- > **A program for managers or entrepreneurs able to exploit the value of data**

## LEARNING TOOLS: THE BOOTCAMPS

### Digital Transformation: Strategy, Governance and Business Models

This bootcamp aims at providing MBA students with strategic approaches and models to manage the digital transformation, moving from digital strategy through digital governance up to Digitally-enabled Business Model Design, Innovation and Validation. The analysis of the topics will be very experiential, with the presentation of some company projects to students, who will work on this throughout the week.

### The main pillars of B2c eCommerce

This bootcamp aims at investigating all the nuances of the implementation of a b2c eCommerce strategy, encompassing all the main processes of the value chain such as online marketing, distribution and logistics, customer journey, and omnichannel approach. All the topics will be investigated with a blended approach of an academic presentation of the state-of-the-art of the topic, company speeches on the organization's specific situation, and teamworking to put the concepts into real practice.

### Big Data & Artificial Intelligence

This bootcamp aims at examining the new approaches for a fruitful decision-making process. The main concepts of the opportunities provided by big data and artificial intelligence for a thorough redesign of the internal processes will be investigated, with the purpose of creating managers able to quickly take decisions using and exploiting data in an efficient way.

## POTENTIAL CAREERS

⊕ Digital Transformation Manager

⊕ Digital Transformation Sales Executive

⊕ Business Transformation Director

⊕ Digital Transformation Leader

⊕ Digital Project Coordinator

⊕ Business Transformation Architect

⊕ Digital Transformation Consultant

⊕ Digital Transformation Project Manager

⊕ Chief Digital Officer

# YOUR MBA IN GLOBAL & SUSTAINABLE MANAGEMENT

In partnership with  
**Luxottica and Electrolux**

## LEARNING OBJECTIVES

The specialization in General Management is the perfect conclusion of an MBA with the purpose of having a complete understanding of how a company works and which are the main new trends a future manager should be able to overcome. Choosing the general management specialization means understanding what it means to manage and overcome the main trends of the business such as globalization, sustainable challenges, technological changes and the centric role of people. Moreover, the specialization will enable participants to complete the hard skills of the master with a focus on soft skills, which are more and more a competitive competence for the long-term success of a person. Based on the courses offered, this specialization is a perfect match if you are looking for:

- > **A program for entrepreneurs and startups aware of the new challenges of business**
- > **A program for corporate development and change leaders able to overcome the new challenges of business**
- > **A program for mindful and responsible leaders of the future**

## LEARNING TOOLS: THE BOOTCAMPS

### Global Management

This bootcamp aims at providing students with a strategic understanding of the impact that internationalization has for a business to succeed. Students will acquire tools to evaluate and compare different types of opportunities and risks of international markets, to understand the organization of global supply chains, and to determine the likely profitability of going global through an international investment/commercial project.

### Industry 4.0

This bootcamp aims to go into depth on the main decisions relating to the retail network, investigating topics such as store formats and locations, store design and retailing. Moreover, the main perspectives of marketing will be considered, to know how to contribute to the intriguing debate about how to integrate Physical and Digital in a blended, effective strategy. The role of retail operations will be investigated in terms of (Visual) Merchandising, Category Management, Demand Management and Inventory Management at the point of sales, up to the creation of a real in-store customer experience.

### Sustainability & Circular Economy

A new challenging trend for companies is the capability to optimize performance without deteriorating the external environment and the social context. This bootcamp will investigate the broad and fascinating topic of sustainability with a holistic perspective, understanding the implications in terms of accounting, organization, supply chain, marketing, up to designing a closed-loop model through a circular approach.

## Biomarketing

A new trend for marketing is the capability to understand the effects that companies' choices have on individuals. Through an in-depth description of sensorial capabilities and people's reactions, this bootcamp will deepen these new concepts, to investigate how these insights might be used to design more effective marketing campaigns. Through an experiential approach, you can understand these concepts in practice thanks to a visit to the Pheel Laboratory of Politecnico di Milano.

## Soft skills

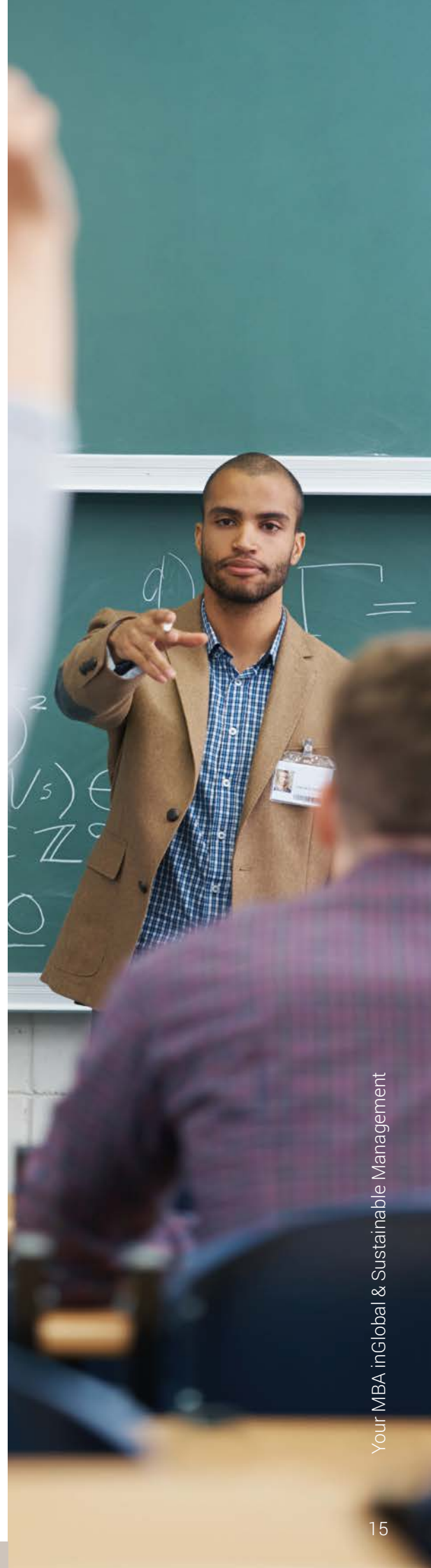
Hard skills are critical for a manager, but nowadays soft skills are a key asset for being a successful leader in an increasingly challenging, fast-paced, and complex business world. This bootcamp aims at developing leadership skills for effective interactions, strong personal impact, and analytical thinking. Students will be exposed to specific methodologies and tools to increase their self-awareness and to identify opportunities for strengthening personal capabilities.

Students will have the possibility to choose from the following bootcamps:

- > **Entrepreneurial Strategy**
- > **Building the Value Chain (Branding, Designing, Manufacturing, Distributing)**
- > **Digital Transformation: Strategy, Governance and Business Models**

## POTENTIAL CAREERS

- |                                |                                   |
|--------------------------------|-----------------------------------|
| ⊕ General Manager              | ⊕ Chief Sustainable Officer       |
| ⊕ Business Development Manager | ⊕ Retail and Distribution Manager |
| ⊕ Sales Manager                | ⊕ Chief Operations Officer        |
| ⊕ Chief Financial Officer      | ⊕ Chief Marketing Officer         |





# INTERNATIONAL EXPERIENCES

## > INTERNATIONAL STUDY TOURS\*

- **Silicon Valley**
- **Study Tour in the heart of the luxury world**
- **Doing Business in China/Mexico**

## > INTERNATIONAL EXCHANGES\*

### **North and Central America**

#### **Dual-Degree Program**

- > MIT Center for Transportation and Logistics (*Boston, USA*)

### **Latin America**

- > IPADE Business School (*Mexico City, Mexico*)
- > Universidad de Montevideo (*Montevideo, Uruguay*)

### **Europe**

- > Audencia (*Nantes, France*)
- > EM Lyon Business School (*Lyon, France*)
- > IAE - Aix-Marseille Graduate School of Management (*Aix-en-Provence, France*)
- > IESEG (*Lille, France*)
- > Lomonosov MSUBS (*Moscow, Russia*)
- > Nyenrode Business University (*Breukelen, Netherlands*)
- > University of Brighton (*Brighton, UK*)

### **Asia**

- > Lingnan University College (*Guangzhou, China*)
- > School of Economics and Management Beihang University (*Beijing, China*)
- > School of Management and Economics - University of Electronic Science and Technology (*Chengdu, China*)
- > Shanghai University of Finance & Economics (*Shanghai, China*)
- > XJTU - School of Management, Xi'an Jiaotong University (*Xi'an, China*)
- > IIM Indian Institute of Management (*Lucknow, India*)
- > School of Inspired Leadership (*Gurgaon, India*)

### **Oceania**

- > Macquarie Graduate School of Management (MGSM) (*Australia*)

\* The possibility to access international exchanges will depend on travel restrictions and may be subject to changes





Executive Education  
Ranking 2020



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