

Full time master
5 months class-room
3 months company labs
4 months internship
Selections : 14-15th October 2019



*Master in
General Management
Accreditato*
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MASTER IN BUSINESS STRATEGY AND INTERNATIONAL MANAGEMENT

53rd edition / 4th November 2019



Objectives

The Master in "Business Strategy and International Management" offers technical and managerial competences with its pragmatic, interdisciplinary and intercultural approach in order to deal with the current changes through the drivers of innovation, internationalization, ethical and sustainable leadership.

Training a future manager in Business Strategy means responsible development, open innovation, context-awareness, network relational and negotiation capacities. ISTAO's students will be eligible to cover roles of responsibility in enterprises and in the economic system and in managing international networks for the business development.

The objective is to develop skills useful for enterprises to manage changes: from critical and strategic thinking to capacities in managing business areas and organizations on national and internal markets.

Eligible candidates

The Master is addressed to university graduates in economic, engineering, law and humanistic disciplines with a good English level and who are ready to challenge themselves. The laboratory and experimental methodology, the pragmatic approach, meetings with professionals and managers, one-to-one activities of placement, induction and training to the job exploit the competences and the attitudes of each participant to enter organizational and business areas tailored for each one of them.

Methodology

The methodology of ISTAO is characterized by a pragmatic approach thanks to a continuous shift from class-room lectures to on-job training: laboratories in companies, meetings with managers and entrepreneurs, coaching in firms. The different backgrounds of the participants incentivize the usage of multidisciplinary methodologies and sharing knowledge. The team work also simulates the everyday business activity.

The scientific approach on managerial techniques presented by professors with a great experience in companies or consultancy societies and the strategic approach of entrepreneurs and experts of the economic and cultural context offer a vision on the world promoting the critical thinking of students and a greater capacity of a global vision.

Language: Italian / English

Structure of course

The Master is organized in a set of modules that are related to different business areas: finance, marketing, digital, innovation and organization. There is also a transversal module for the development of soft skills, which is set across all the Master with specific practical moments.

PRELIMINARY LESSONS

Preliminary lessons in economics, accountability and instruments for quantitative analysis to adjust the competences of the students.

SOFT SKILLS

To develop transversal competences, participants will be involved in individual and group activities that simulate the most recurring situations in the working environment. Therefore, sessions of training and team work are included on the following topics:

- Team building
- Team working
- Negotiation
- Public Speaking
- Problem solving
- Coaching and orientation
- Project management

Deadline for applications: 10th October 2019

Selections: 14-15th October 2019

Preliminary courses: 21st October 2019

Starting date: 4th November 2019

Area 1 APPLIED RESEARCH – SCENARIO AND MACRO TRENDS

This macro-area focuses on topics and tools for understanding and analyzing the global economic system and its evolution (Soft Economy and Web Economy). In particular, themes such as internationalization and innovation will be combined with the territorial investigation using the methodology deriving from Giorgio Fuà socio-economic studies. The students will be involved in a research activities managing and analyzing big data. At the end of this module, students will have to present a final report based on the data provided.

Area 2 ACCOUNTING AND FINANCE

Starting with an integrated perspective on the economic-financial management along with other business functions, this macro-area provides the required tools for intercepting, interpreting and assessing the company performances for a correct work-planning. The students will deepen the operative tools useful for reporting and monitoring costs and revenues as well as for the creation of values and efficiency improvement. Taking into account of the current economic and social trajectories, the students will be able to make proposals for implementing management systems aligned with the current and envisaged business scenarios.

The main modules will be organized as follow:

- Analysis and management of the economic-financial performance
- International Finance
- Industrial Costs
- Budgeting
- Behavioural Finance
- Finance & Technology
- Mergers & Acquisition

Area 3 ORGANIZATION, MARKET AND PRODUCTIVE SYSTEMS

The macro-area deals with topic related to the activities of organizational planning, production and supply chain according to the business model of the company. The actions, the flow and the stock of material and finished products can be optimized in order to reduce costs and errors, so to enhance the quality and the services provided to the client and, thus, create value. Specific attention is placed on those tools and digital technologies that allow to monitor and exploit the operation performance. The participants will be involved in a laboratory set up in a mini-factory.

- The shift from the “classical” organization per functions to the lean production towards Industry 4.0
- The impact of the new technologies on the organization: competences, leadership 4.0 and new models of people management.
- From the product to the market
- The management of the supply chain for international business
- Information system for the smart factory
- Competition game in mini-factory

Area 4 MARKETING AND INTERNATIONAL MARKETS

According to the holistic approach of marketing, as transversal area of the company management, the macro-area supports the participants to know and develop tools in line with the inter-functional vision of strategic and operative management. The participants will: learn to study global markets and their trend, analyze consumer decision making processes, create and design a product/service, select distribution channels, build and

manage sale networks, select communication tools in line with the value proposition, measure and monitor the effects and the profitability of the decisions.

From an international perspective, considerable time will be devoted on tools of international marketing, international sales, country attractiveness and business development in strategic markets:

- Strategic Marketing e Key Account Management
- Product management
- International marketing
- International sales
- Country attractiveness analysis and business development
- Doing business in: South-East Asia, Persian Gulf, Russia, Subsaharian Africa, Balkans, North and South America, UAE

Area 5 ETHICS AND SUSTAINABILITY

The Olivetti company philosophy and themes such as corporate social responsibility will be revised under a modern perspective to integrate the ethical business principles with the business performances. Ethics and sustainability as strategic determinants of business activity will be fostered in this macro area through the analysis of best practices and the experimentation of innovative approaches to managing: Models and values of people management, Models of leadership and ethic, Sustainable negotiation methods, Innovative finance (Fundraising, crowdfunding).

The main reference modules:

- Ethic and economics
- Ethical and innovative finance: fundraising, crowdfunding
- Corporate social responsibility
- B-Corp and circular economy
- Managing people in enterprises

Area 6 DIGITAL STRATEGIES

This module aims to develop knowledge on the principle digital instruments required to develop the portfolio of clients and markets. From the definition of the company objectives to the creation of quality content, students will define a company profile and select features and dynamic typical of a digital business strategy.

- Business Strategy vs Digital
- Business Strategy Integrated Communication Strategy
- Web content
- Processes and Editorial Platforms

Area 7 BUSINESS ENGLISH

The knowledge of the English language is an imperative asset for the current and future labour market. The jobs are increasing day by day their international engagement. Therefore, the English language level will be assessed during the selection phase and deepen in the Master through specific lessons (Business English) held by English mother-tongue experts.

On request, the Master enables students to obtain a B2 or C1 certification released by Cambridge English.

EXPERIENCE LAB

In the Experience Lab student will have the opportunity to participate in a variety of practical experiences to “train” themselves towards efficient entrepreneurial and managerial behaviors. Students will challenge themselves experimenting their interests, passions and inclinations to cover managerial roles as catalyst of needs and innovation. In the Lab students will produce data and results. The overall experience and sharing will create further knowledge and through community practices and multidisciplinary researches new skills will be developed to achieve innovative results.

Company Labs: are experiences of 4 weeks each that start from specific needs from the company. Students will provide solutions to concrete case study, experimenting innovative solutions put in practice the technical skills achieved in class. In particular, they will learn to work for project and objectives, set and implement a work plan, plan and conduct brief of a project, reach objectives in set schedules, develop problem solving skill also anticipating problems, manage change and situations at high level of complexity.

The project will end with a presentation in the company.

2 parallel Labs: based on participant's selection, these Labs are enriched by the presence of managers and workshops in the company.

1) Export Lab – International tools for export

The Export Lab is focused on the instruments required for undertaking internationalization processes promoting companies towards the foreign context. The Lab provides a detailed knowledge on how to manage markets and network at an international level to create new business opportunities.

Customs, fiscal, contractual and brand protection issues will be considered to train the capacity of students to translate ideas and strategies in operative and technical solutions. The following topics will be part of the Lab: International contracts, International Accountability and Taxation, Intellectual property management, Customs regulation and expert management: processes, dynamics and interaction of different professional roles involved.

2) Digital Lab – Digital strategy and big data

The Digital Lab deepens decisional and operative processes analyzing and managing data from the company. In particular, instruments and the necessary tools and platform to conduct a successful online experience, build funs, manage SEO and SEM campaigns, exploit the potentialities of Digital Marketing and E-commerce.

INTERNSHIPS

The Master will end with an individual internship of 4 months (extendable to six) to complete the activities held during the lessons and prepare the students to the working environment. Even this experience will be planned by ISTAO's staff responsible for the Master, who will also monitor each project.

At the end of the stage, the student will prepare a report for the final interview based on the activities of the internship, methodologies applied, experience and relations with company tutors.

SPECIAL PROGRAMME

Master students have the possibility to take part to a program related developed in collaboration with an International business school.



Application and Selection

To participate at the selection, the candidate is required to fulfil the following format (istao.it) and to send the requested documents to informa@istao.it.

The selection include:

Written tests: general knowledge multiple test, English language, written production in English and/or Italian

Team Assessment

Interview with two different commissions. The aim is to verify the attitudes and motivations of candidates.

The final assessment of the candidates will be weighed as follows:

- Written test 20%;
- Team Work 20%;
- Interviews 60%.

Fee and Scholarships

The participation fee is of 7,500.00 Euro and can be paid in instalments. The Commission will assign either total (100%) or partial (50%) scholarships to the most remarkable candidates. The beneficiaries of the scholarships will have to attend the entire course (internship included) and will have to present a final report of the experience.



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