Business Education at the University of Bologna

MBA

FOOD AND WINE

September 2014 - September 2015
The University of Bologna was established in **1088**, the first in the western world: a strategic crossroads in Europe, where science, technology and entrepreneurship meet values, culture and lifestyle.

At Alma Graduate School, located in a XVI century Villa, we blend our academic knowledge with the managerial experience and practice of the most **innovative** and successful companies.

MBA students join an international **network** of Alumni, Executives and Professors. One year at the MBA of Alma Graduate School, is the key to set the milestones for a personal and professional growth.

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**Becoming a leader**

Are you passionate about the gastronomy & enology industry?  
Do you have an academic undergraduate degree?  
Do you have any relevant work experience?  
Are you fluent in English?  
Are you ready for a challenging year in a multi-cultural environment?  
If so, you are the right candidate to apply for this MBA and become a business leader.

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Alma Graduate School is a member of EFMD, ASFOR, and is ranked as a “Top Business School” by Eduniversal.
Building your future

MBA concentration in Food and Wine Business Education at the University of Bologna

Why?

The Food and Wine industries need new, smart, outstanding managers to leverage on all the opportunities in the global market. Italy has developed a specific knowledge in this field, drawing upon its rich tradition and successful practices, thanks also to the top quality of its local products.

The Food and Wine concentration is focused on the exclusive knowledge of the most successful Italian enterprises in the gastronomy and enology sector. The University of Bologna has a long tradition in training talented managers to lead food and wine companies.

The MBA Food and Wine is an intensive 12-month international program taught entirely in English. Participants will be able to import the “Cucina Italiana” brand all over the world, running HO.RE.CA., managing food processing companies and trading Italian food worldwide.
**Program**

Food and Wine is a concentration of the University of Bologna MBA program and is made up of two different building blocks:

**General Management (MBA core courses)**
- Corporate Finance
- Corporate Strategy
- Cross-cultural Management
- Financial and Managerial Accounting
- International Finance
- Leading People and Organizations
- Marketing Management

**Food and Wine concentration**
- Brand Communication and Reputation Management
- Business Development Laboratory Food and Wine
- Food and Wine Cultures
- Food and Wine Distribution and Retail
- International Production and Logistics
- Management and Creativity in the Restaurant Industry
- Sustainability Agriculture and Tourism

Interaction between theory and practice is a distinctive trait of the program: master lectures, workshops, in-company visits, guest speakers, and discussion of new business cases take place throughout the year, alongside regular classes.

Faculty members come from both university and industry, and offer participants the opportunity to discuss specific issues, and learn from the most successful experiences of the real business world.

Program features include:

- **Internship**
- **Career development**
- Business English class
- Italian crash-course

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**Internship and career development**

The program includes a 500-hour internship during the last term (June-September 2015) that will entail a project work within one of the most prominent Italian companies of the industry.

Internships will offer the opportunity to analyze actual problems, develop strategies, and elaborate action plans together with senior managers and executives.

Our Career Development Department will help participants pursue their career goals, and will support them in the job seeking process in Italy and abroad.
Overview

**DURATION:** September 2014 - September 2015

**LANGUAGE OF INSTRUCTION:** English

**CANDIDATE PROFILE:** 25+ years old, 2+ years of experience, proficient in English

**APPLICATION DEADLINE:**
- Round I: May 5, 2014
- Round II: June 30, 2014

**START DATE:**
- September 15, 2014 (Italian course – Icebreaking week)
- September 29, 2014 (MBA activities)

**TUITION FEE:** €27,000

**SCHOLARSHIPS, HONOR LOANS AND FINANCIAL AID AVAILABLE**
FIND OUT MORE ON www.almaweb.unibo.it/internationalmba

**FOOD AND WINE** is a concentration of the Master in Business Administration of the University of Bologna

**CONTACT US:**
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