

iEMBA

INTERNATIONAL EMBA
Leading Digital Transformation



III EDITION / 2020-2022

“The iEMBA is the perfect combination of high quality academic education and hands-on approaches for the Digital Transformation. Experienced Professors and Managers unleash a wide range of constructive mind-spreading discussions to think outside the box.”

Timo Wörner

Head of Public Sector Consulting, Bechtle AG
iEMBA (Ed. 2018/2020)



WHY THIS iEMBA?

The potential of Digital Transformation is in everything and everywhere but the challenge is now how to extract sustainable and competitive business value. This program provides the fundamental of business and digital knowledge for exploiting value from current business processes, and for reinventing and innovating business models.

BUSINESS INNOVATION

Is meant for managers, professionals and consultants who intend to lead companies in their digital transformation journey. The course brings innovation at the center of the decisions that concern the company and the creation of value for brand, services and consumers, developing a holistic approach to knowledge, setting digital skills free from merely technical and specialized debates, relating it to the entire organization.

“Digitalization is a great opportunity to explore and exploit new sources of value creation.”

DIGITAL REVOLUTION

The systemic view of the program offers the chance to plan and manage the digital transformation in all its processes: from strategy to the analysis of big data and performance, from service design to organization management.

LEADERS OF THE DIGITAL TRANSFORMATION



Riccardo Silvi
Academic Director
University of Bologna



Andrea Pia
Executive Director
VP Sales & Marketing Italy,
AKQA

BE A LEADER OF THE DIGITAL TRANSFORMATION

The International EMBA is meant for managers, professionals and consultants who intend to lead companies in their digital transformation journey, with the awareness that these will be the challenges which are going to determine their competitive advantage in the near future. The course brings innovation at the center of the decisions that concern the company and the creation of value for brand, services and consumers, developing a holistic approach to knowledge, setting digital skills free from merely technical and specialised debates and instead relating it to the entire organization.

After this educational experience, you will be ready to tackle the challenge with yourself in order to become a player able to affect decisions at the top of international businesses.

TARGET AUDIENCE



“I would definitely suggest to approach this journey in ‘sponge’ mode, keeping ears and mind wide open. The diverse experiences and backgrounds of your classmates are an enriching element.”

Paola Olivieri
Digital Manager
Fameccanica Group, iEMBA (Ed. 2018/2020)

MANAGER, SENIOR PROFESSIONAL AND CONSULTANT

The International EMBA is addressed to managers and professionals who want to boost their careers in the field of digital transformation.

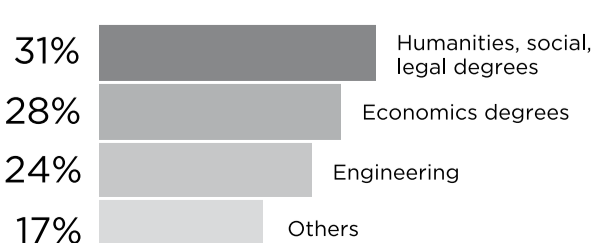
35 YEARS
AVERAGE AGE

12 YEARS
AVERAGE WORK EXPERIENCE

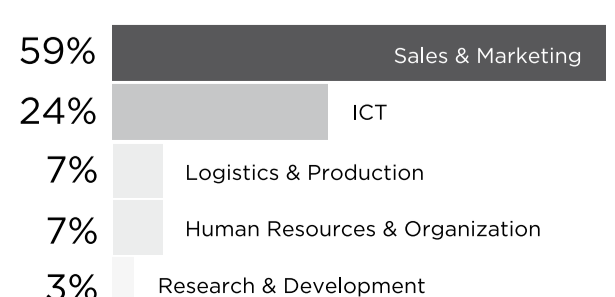
AGE



ACADEMIC BACKGROUND



PROFESSIONAL BACKGROUND



“The iEMBA, characterized by its focus on Digital Transformation, makes you a new multiplier of opportunities for your company. After this experience, we will be able to have new vision of our industries and companies. Each part of this Master is crucial to have a view on the future and challenges you will always look forward, giving you the right tools to keep pace with the high speed of the external contexts. This Master is a real journey and it will not end with your graduation day: it is a life journey.”

Stefania Montanari

Supply Chain Finance Manager, Jimmy Choo
iEMBA (Ed. 2018/2020)



FORMAT

CORE COURSES

The Master is organized in 3 modules and 12 courses developed in order to guarantee a full overview of every single issue especially under the aspect of digital transformation.

DISTANCE LEARNING

48 weeks of distance learning through the e-learning platform of the School: after each residential participants will be asked to write papers on the themes they have dealt with during each course with the support of a specific tutor.

ASSIGNMENT

Each course has a final assignment (mostly individual or team case study and business case). It is generally discussed during the course's wrap up sessions in order to provide immediate feedback about the learning experience.

HACKATHONS

A stimulating and exciting one day business competition. Teams of participants will work on assigned companies business challenges. Hackathons' locations will be hosted by the companies or at Bologna Business School.

Taking into account the pandemic, it is given the possibility to remotely join the didactic sessions

COURSES

BUSINESS FUNDAMENTAL

- 1 - BUSINESS STRATEGY
- 2 - FINANCIAL & BUSINESS PERFORMANCE ANALYTICS
- 3 - MARKETING
- 4 - FINANCE
- 5 - OPERATIONS

DIGITAL ENABLER

- 6 - DIGITAL INFRASTRUCTURE & PLATFORMS
- 7 - BIG DATA & ANALYTICS

FOCUS SESSION

Half a day meetings with managers, experts and professionals on cross-cutting business challenges.

INTERNATIONAL WEEK @SILICON VALLEY

A “deep dive” into Big Data & Analytics, Digital Innovation and Entrepreneurship in cooperation with our EMBA consortium partner San Jose State University. The week is specifically designed with lectures, company visits, focus sessions and it is part of the iEMBA curriculum. It will take place between the end of module 2 and begin of module 3.

PROJECT WORK

The project work concludes the didactic program and consists in the explanation of the company business analysis made during the previous modules. The project is a key benefit for the participants and the companies. The project work is the activity that distinguishes the program and allows students to deepen their practical knowledge of both techniques and tools.

- 8 - INDUSTRY 4.0 & ADDITIVE MANUFACTURING
- 9 - DIGITAL BUSINESS (RE)DESIGN

DIGITAL TRASFORMATION

- 10 - LEADERSHIP IN DIGITAL AGE
- 11 - DIGITAL MARKETING & COMMUNICATION
- 12 - DIGITAL BUSINESS & TRANSFORMATION

INTERNATIONAL WEEK

OVERVIEW

LANGUAGE

- English

FORMAT

- Part-time
- January 28, 2021 - April 7, 2022
- 39 on-campus days organized in 13 residentials (Thursday to Saturday once a month)
- International Week (5 Days@Silicon Valley)
- 2 Day Kick-off Hackathon
 - + 1 On-Campus Warm-up Day in Financial Reporting
 - + 0.5 Online Warm-up Day in Financial Reporting
 - + 1 Day Project Work Presentation

REQUIREMENTS

- Graduates with 5+ years of work experience
- Non graduates with 5+ years of significant work experience (limited places available)

APPLICATION PROCESS

- Curriculum Vitae analysis and assessment interview with one of the Master's Directors

ENROLMENT DEADLINE

- Deadline and Start date January 28, 2021

FEE

- On a company basis: 32.000 euro + VAT
- On an individual basis: 23.500 euro + VAT

REDUCED RATES ARE AVAILABLE FOR

- Companies that participate in the Business Network
- Multiple registrations
- Partial scholarships available (limited number)

Long-term and low-interest loan

- REPAYABLE IN 10 YEARS
- REDUCED INTEREST RATE
- POSSIBILITY TO POSTPONE THE 1ST PAYMENT FEE TO 36 MONTHS

BBS

BOLOGNA BUSINESS SCHOOL

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