



## Elective Courses

20 December 2019

**BOLOGNA BUSINESS SCHOOL**  
Alma Mater Studiorum Università di Bologna

# Shared Courses

## II Term

- Business Ethics and Cross-Cultural Management
- Leading People and Organizations
- Going Global (12 hours)

## III Term

- Business Planning
- Management Consulting
- Production and Logistics
- Going Global (12 hours)

# Elective courses

The Global MBA courses are scheduled in two clusters:

1) Design, Fashion and  
Luxury Goods

2) Supercars, Superbikes  
and Motorsports

1) Food and Wine

2) Green Energy and  
Sustainable Businesses

# Design, Fashion and Luxury Goods

## II Term

- Gemology and Watches
- Fashion Accessories: Perfumes and Eyewear

## III Term

- Business Development Laboratory (not available as elective)
- Industrial Design and Branding
- Luxury Goods: Boats, Cars and Motorbikes

# Food and Wine

## II Term

- Food Culture and Sustainable Tourism
- Food and Wine Distribution and Retail
- Business Development Laboratory (not available as elective)

## III Term

- Innovation and Narration in Food and Wine
- Management and Creativity in the Restaurant Industry

# Green Energy and Sustainable Businesses

## II Term

- Corporate Social Responsibility/Business Ethics
- Measuring Sustainable Performance
- Global Technology Management

## III Term

- Environmental Law
- Green Strategy and Sustainable Development

# Supercars, Superbikes and Motorsports

## II Term

- Business Strategy for Superbikes and Supercars Companies
- New Product Development in the Motor Industry (last session in the III term)
- Performance Management Systems

## III Term

- Lab on Advanced Technologies in the Motor Industry (not available as elective)
- One Customer Experience
- Racing Team Management

## **IMPORTANT!**

Given the high number of participants in the SSM track, the possibility to choose a SSM elective is granted after an individual assessment with the Scientific Director

# Extra Electives

## II Term

- Project Management

## III Term

- Strategic Entrepreneurship

**IMPORTANT!**

These courses do not have any overlap with the other courses.



# Electives: rules

- An elective course grants you 3 CFU (24 hours of teaching)
- You need to attend at least 80% of the course
- To help you decide, you can now find on Moodle the syllabi of the courses
- There is a cap on the number of students who can take the same elective – to guarantee the class dynamics and quality of teaching

# Deadlines

- The deadline to choose the elective course for the II term is **January 2nd** (for the first elective course only).