



A MESSAGE TO THE GLOBAL MBA

BBS Community

July 1st, 2020

Dear Global MBA Alumni,

I do hope this email finds you well and safe in this turbulent time of our lives. In Italy, we are experiencing some degrees of freedom after three months of lockdown and the beauty of summertime. We all breathe a contagious hope and the will to restart with our normal lives with an enhanced awareness that new and exciting times have come for what concerns the management of people and organizations.

I do hope that you all, with the competences gained in our Global MBA and your experience of the last years, could become constructive agents of a new and more sustainable society.

For what concerns the life of our Global MBA, we have finished on June 13th, 2020 the school year – at distance – with a Roundtable entitled: “CoMBA Ready” aimed at instilling in all of us determination and resilience for coping with an uncertain future. Your mates are now searching for an internship in Italy and/or abroad and some have accepted to participate in the [BBS React Innovation Program](#) wherein Squads – composed by students from full-time and Executive Master of BBS – are seeking to help small and medium companies of Emilia Romagna to return back on track.

We are also planning the next academic year and we have made the decision to restart all courses in presence in October 2020 and we are now working on the recruitment stages in these intense weeks with two left round of selection (the deadlines to apply are: July 14th and September 7th). We are receiving a good number of applications and we are working hard to showcase the goodness of our program that for next year will present several novelties, including six courses for each track instead of five, new courses on Advanced Decision Making Modeling and Geoeconomic and Geopolitical Analysis and a list of electives on which we hope to share with you in the fall to check your interest.

We are very excited regarding the structure of the new program that can be downloaded [here](#).

As you might imagine, the first and foremost source of new applications for Global MBA Students worldwide is the Alumni community. In each business schools, Alumni tend to refer their program to friends, contacts and relatives in the attempt to see their program and related Alumni community growing around the world. We have recently sponsored three features articles on [businessbecause.com](#) (a

website connected to mba.com and GMAC) to narrate the beauty of our program through the words of some of you. Here is the link and title to these three articles:

- [3 Things MBA should know before launching a career in luxury](#)
- [Meet the MBA interning for Ferrari in the Silicon Valley of supercars](#)
- [3 top jobs for MBAs in luxury food and wine](#)

Possible ideas to help us are:

- Send an email to your personal or professional networks to let them know about one of these three articles highlighting you have attended the program in “(indicate here the academic year of your attendance)” and that deadline for application is: July 14th and September 7th.
- Post one of these three articles to your Facebook or Instagram page. Begin a discussion and encourage your friends and followers to participate.
- When sharing one of these three articles, include a quote or statement to show the pride of belonging to the BBS community (include the #atbbs in your posts).
- Post a link to one of these articles (or to the Global MBA track webpage) on your LinkedIn feed by also confirming you have attended the program in the past and the dates of application deadlines (July 14th and September 7th).
- Repost on your LinkedIn feed one of the articles posted by BBS official account describing life at the MBA.
- Write an email to me or Barbara Biondi with contact of people you think might be interested in the program and whom we can contact.
- Propose to participate in one of our forthcoming virtual open days planned for next weeks.

If you have other ideas, please send me an email to: marcello.russo2@unibo.it

Together we grow!



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