

Creating
a network
of global leaders.

What better
place to study ?



Master in International Business (MIB)

School of Economics
A.Y. 2013/2014
Milan campus



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



Study International Business in a capital of global leaders

Every student who comes to Cattolica soon discovers his or her favorite place. From lawns and cloisters to cafés, gardens and laneways, Cattolica offers an environment where lifelong memories are forged.

Cattolica is one of those great European universities which has become part of the city landscape. It is a complete University within a prized central location. Cattolica has a strong academic profile, one that is reflected by its ranking, reputation, and global network. Cattolica students enjoy high levels of interaction with academic staff. They have numerous course choices and access to excellent facilities, not least our extensive library.

Our main campus in Milan is an integral part of the local community. The bustling streets around our campus are full of cafés, restaurants, and shops. Our students mingle with tourists, business people, and the local population. Yet hidden discreetly within our perimeter are picturesque gardens and courtyards, all of which add to the unique ambience and conducive study environment.

Many of the city's premier attractions, including *Il Duomo*, *Castello Sforzesco*, *Galleria Vittorio Emanuele II*, *Via della Spiga*, and the *Navigli* canal district, are located just a few minutes walk away. Some are even within the University neighborhood, such as *La Basilica di Sant'Ambrogio*.

To study at Cattolica is to become one with the city. Our students are part of the spirit of Milan, described by a group of International Students as surreal, magical, cosmopolitan, gracious, fashionable, and Bohemian.

Footsteps around Milan

Milan is a city of movement. People walk everywhere. Their sense of style ranges from casual sophistication to elegant design.

Milan is a modern and progressive city, the commercial heartland of Italy, and headquarter to many of Italy's multinational corporations and world famous brands.

Milan is a city of people. A city full of life. The menus of Milanese restaurants have influenced the world's finest cuisines. And the creations of Italian designers have placed Milan alongside New York, Paris, and London as a home of global fashion.

Milan is the undisputed financial, commercial and industrial capital of the country and has a driving economy that makes it the only gate to international capital markets. It has over 8,600 registered active national and international financial and insurance businesses.

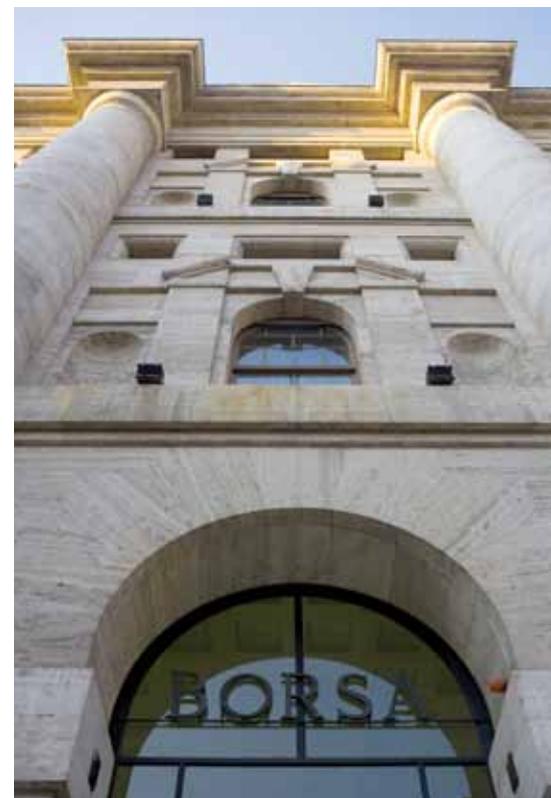
The Italian Stock Exchange, *la Borsa Italiana*, which lists over 220 companies, is located ten minutes away from our campus, a prime vicinity for those students studying in the fields of Economics, and Banking and Finance.

Being headquarter to many of Italy's multinational corporations and world famous brands, Cattolica students can breathe and live the energy of a business-centered city life right outside the central campus doorstep, and are in the ideal position to put into practice the knowledge gained during the courses whilst using their own language abilities and cultural competencies that are so valued and sought-after.

Milan is also hosting the Expo 2015 World Fair with the central theme of "Feeding the Planet, Energy for Life," providing companies operating in a wide range of fields (from food and food biotechnologies to renewable energies and logistics) the chance to network, discuss trends and encourage business and growth. Cattolica students are in an excellent position to closely observe and discuss the planning of this key event.

Yet despite the opportunities which accompany a busy and successful city, the essence of Milan is as true today as in centuries past. With the world-famous opera theatre, *La Scala*, the imposing *Duomo Cathedral*, the stunning *Castello Sforzesco*, and the young and trendy *Colonne di San Lorenzo* all close by, Milan marks its presence on the global cultural scene too.

In short, Milan is a beautiful, cultured and dramatic city, offering a multitude of features that tourists rarely discover and an equal number of opportunities for International Students to develop their academic and professional careers.





Why choose Master in International Business at Cattolica?



Location

Cattolica lies at the heart of the city bursting with opportunity and character. Milan is the capital of the Lombardy region, having the highest participation in the labor market. The city alone has close to 3,000 international multinationals employing over 300,000 people.

By living and studying in Milan, with its multicultural population and constant flow of international businesses and investments, Cattolica students are in the ideal position to put into practice the knowledge gained in the course whilst using their own language abilities and cultural competencies that are so valued and sought-after (especially English speakers).

A high number of companies seek international managers and many of our students successfully find employment after completing their internships.



A genuine experience
Cattolica is a renowned international catholic institution, distinguished by its sense of welcome, engagement with students and, above all, its recognition of the individual. Cattolica takes great pride preparing its students with the adequate knowledge, skills, and great motivation for a global context, with prospects to become global leaders through its Master in International Business.



MIB - Business Network
MIB enjoys a privileged relationship with many companies. MIB participants have the chance of meeting with those companies that are interested in making use of their abilities. In turn, through close contacts with company managers, MIB receives the necessary inputs to continuously update its educational offerings and fine tune the program to remain relevant to the needs of the job market

“A motivating and energetic program, boasting interactive coursework and a strong network of firms.”



International Study
MIB has developed a diverse range of higher education provisions with partner institutions, which will complement the MIB program in year 1. This gives students the outstanding specialization opportunities related to the internationalization process of the firms as well as working and living experiences in the most dynamic and relevant market areas of the world.



Placement & Career Service
Cattolica's Career Service will accompany you through this journey: the dedicated staff will help orientate you along the paths of research, internships and employment, providing highly valued information and support. Over 6,500 internships are undertaken annually, and contacts include 2,000 companies. In 2011 Cattolica was ranked No.1 in employment placement in Italy.



Specializing Master in International Business (MIB)

Quick facts



Program type:

Specializing Master
("Master Universitario")

Course duration:

12/15/24 months (depend-
ing on chosen track)

Employment rate:

90% of Cattolica gradua-
tes from the economics/
business sector enter into
the work force within six
months of graduating

The MIB curriculum provides a relevant training experience that helps graduates enter the job market, especially in international management positions.

MIB participants can take advantage of experts of leading Business Schools and Universities. The extended program gives students the chance to study in the world's most important economic regions.

Contents are designed according to firms' requirements, allowing companies to select up-to-date competencies to successfully face global business perspectives in rapidly changing economies.

Program Objectives

The Master in International Business boasts a truly innovative and international program with participants coming from all over the world. One of the most important components of the course is the strong collaboration with an impressive network of firms. This provides participants with first-hand access to prepare them for the international business world. Several practical work activities are offered with the aim to turn academic experience and theoretical knowledge into a professional, multicultural experience. Acquired skills include change management, customer-driven transformation, group negotiation and intercultural communication project management, business process analysis and management.

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Notable Alumni

Cattolica's Faculty of Economics boasts an impressive list of outstanding graduates that have become CEOs, entrepreneurs and top-level managers of some of the world's leading financial companies and banks.

Distinguished names include:

- Dino Piero Giarda (President Banca Popolare Italiana and Minister of the Monti government)



“The MIB program offers a dynamic learning approach, combining classroom and real-world situations, building our confidence and skills for the international job market.”

- Gabriele del Torchio (CEO Ducati Motor Holding)
- Anna Tarantola (Managing Director of the Banca d'Italia - President RAI)
- Nicola Trussardi (Owner fashion house Trussardi)

Curriculum

The Master in International Business is a highly intensive learning experience, involving extensive participation and interaction among all participants. The courses address international management issues across all disciplines.

Core courses include the following:

- Economic and financial analysis
- Industrial economics
- International economics
- International finance
- International banking
- Human resource management and international business organization
- International marketing
- International brand management
- International business strategies and international entrepreneurship
- Legal system and international contractual law
- Social skills and negotiation techniques
- Transportation and logistics

Teaching methods include seminars and conferences from guest speakers, and company visits. Along with theoretical training, an important part of the course is dedicated to practical activities, which students will take part in depending on their educational path (Fast Track, International Track or Master Level Track). The first practical activity (a field trip), will take place during the second quarter of the program, whereby participants will join small groups focusing on projects designed and organized by partner firms. A second practical activity (an in-company internship) will take place at the end of Year 1. A third practical activity (project work) is typically scheduled for the second semester of Year 2. The topics of the internship and project work are outlined together with the hosting company. As a result, the participant can directly contribute to the development of the company's internationalization process.

Program Director & Faculty

The MIB director, Alessandro Baroncelli, is a Professor at Università Cattolica where he teaches Business Strategy and International Management. He has been a Visiting Professor at Helsinki University of Technology, Université Dauphine and



“The experiences I have accomplished and the knowledge I have built through MIB will help me launch my global career.”

Université Sorbonne, Paris and at Melbourne Mt Eliza Business School. Reflecting the MIB program's global perspective, experienced professors and business professionals from all over the world bring unique insights about business and society into the classroom. A joint faculty among Università Cattolica and its partner universities has been appointed.

Program outline

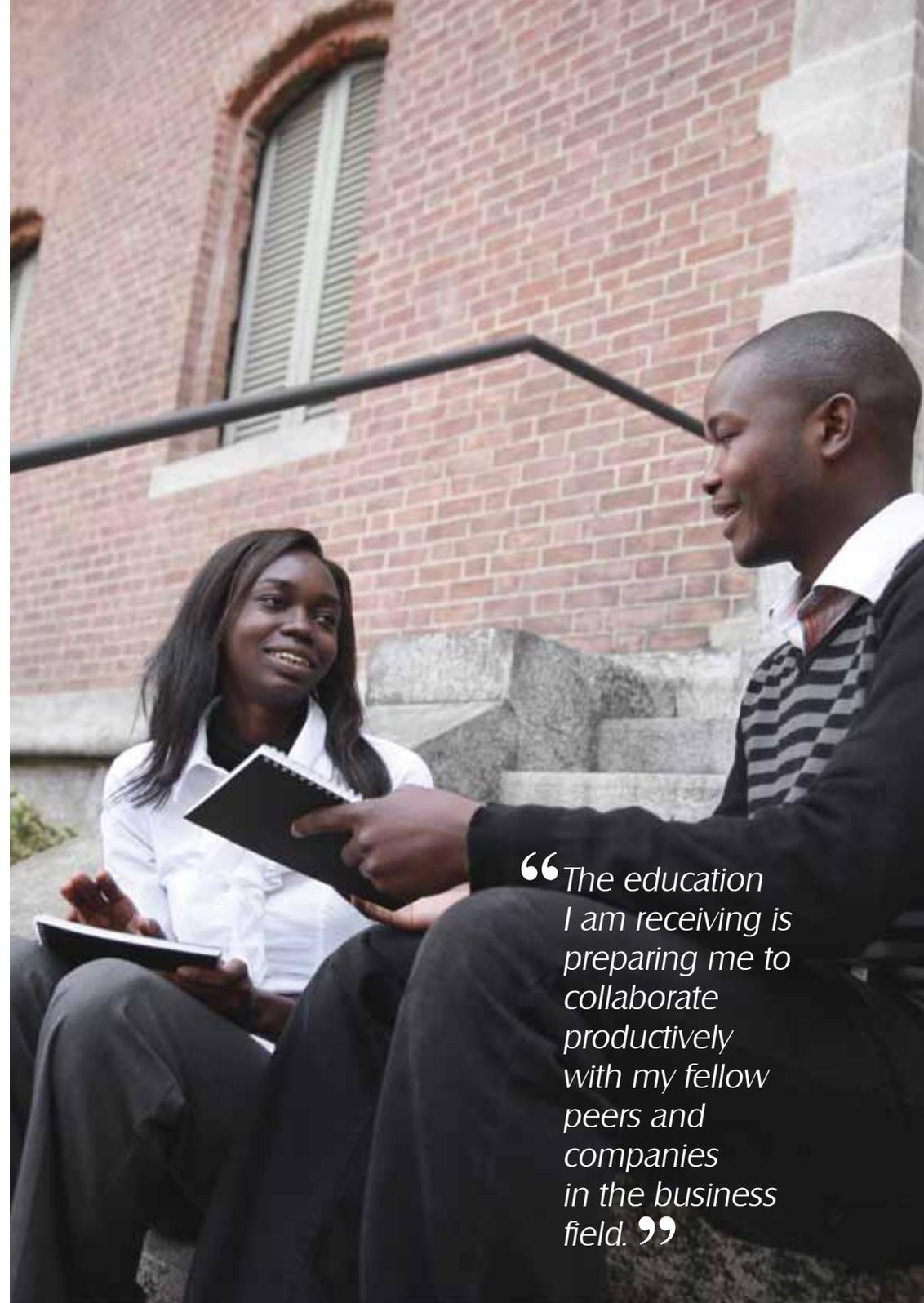
The MIB program offers three modular configurations:

- MIB Fast Track: 12-15 months (depending on the duration of the internship), full-time program (up to 70 learning credits)

1st QUARTER	2nd QUARTER	3rd QUARTER
<ul style="list-style-type: none"> › Classes (SEP-OCT) › Mid-term (OCT) › Classes (NOV-DEC) › Final test (DEC) 	<ul style="list-style-type: none"> › Classes and Field Work (GEN-FEB) › Mid-term (FEB) › Classes and Field Work (FEB-MAR) › Final test (MAR) 	<ul style="list-style-type: none"> › Internship (APR-JUL or APR-NOV) › Final test (SEPT or DEC)

- MIB International Track: 15 months, full-time program (up to 90 learning credits)

1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
<ul style="list-style-type: none"> › Classes (SEP-OCT) › Mid-term (OCT) › Classes (NOV-DEC) › Final test (DEC) 	<ul style="list-style-type: none"> › Classes and Field Work (GEN-FEB) › Mid-term (FEB) › Classes and Field Work (FEB-MAR) › Final test (MAR) 	<ul style="list-style-type: none"> › Internship (APR-JUL) › Final test (JUL) 	International Focus Experience during a fourth period abroad at a UCSC Partner University. Partnerships are available across the 5 Continents



“The education I am receiving is preparing me to collaborate productively with my fellow peers and companies in the business field.”

- MIB Master level Track: 24 months, full-time program (1 year specialization abroad, post MIB Year 1)

Year 1 at Università Cattolica del Sacro Cuore, Milan

1st QUARTER	2nd QUARTER	3rd QUARTER
<ul style="list-style-type: none"> › Classes (SEP-OCT) › Mid-term (OCT) › Classes (NOV-DEC) › Final test (DEC) 	<ul style="list-style-type: none"> › Classes and Field Work (GEN-FEB) › Mid-term (FEB) › Classes and Field Work (FEB-MAR) › Final test (MAR) 	<ul style="list-style-type: none"> › Internship (APR-JUL) › Final test (JUL)

Year 2 at a Partner University (which will deliver its Master level degree)

1st SEMESTER	2nd SEMESTER
› Classes at a Partner University	› Project Work

Entry requirements

The Master participants may have various backgrounds (in Agriculture, Biotechnology, Industrial Chemistry, Information Technology, Economics and Management, Engineering, Foreign Languages, Law, Literature and Philosophy, Physics, Statistics, Mathematics, Political Sciences, Chemistry, Psychology, Sociology, Statistics). A good command of the English language (both oral and written) is essential. Good knowledge of a second language (beyond mothertongue) among Chinese (Mandarin), French, German, Hindi, Italian, Japanese, Portuguese, Russian, Spanish, Urdu is considered as a preferential admission criterion.

Fees & Scholarships

Please refer to the information included in the Admission Section at

› www.ucscinternational.it or contact

› international.inquiry@unicatt.it

The tuition fee is €10,000, to be paid in three instalments, and it covers tuition, tutoring service, school's facilities and teaching materials. Tuition does not include room and board.

Grants or financial assistance may be available. Please consult the section Financial Aid and Scholarships at

› www.unicatt.it/mib or › www.ucscinternational.it

In order to maintain a high quality education program, we have restricted the number of participants to a maximum of 40 and a minimum of 16, which will be selected from the candidates that possess the required qualifications.

How to apply

Applicants are required to submit an online application form along with their supporting documents. The online application form, application instructions and admission procedures are available at

› www.ucscinternational.it/apply-online

Application outcomes will be communicated 4-6 weeks following the deadline you have applied by.

Deadlines

- Priority consideration deadline (all applicants): February 1, 2013
N.B: You are advised to apply by this deadline if you require an early decision regarding your application outcome
- Final deadline for Non-EU students only: April 15, 2013
- Final deadline for EU Students: July 30, 2013.

Contacts

International students contacts (applicants with an international degree)

UCSC International

Via Carducci 28/30, 20123 Milan

Phone: +39 02 7234 5108

Fax: +39 02 7234 5806

Email › international.inquiry@unicatt.it (general inquiries)

› master.mib@unicatt.it (inquiries regarding program curriculum details)

Web › www.ucscinternational.it

› www.mibmaster.it



› www.facebook.com/UCSC.international

› www.facebook.com/pages/MIB-Master-in-International-Business/129249143827426



› twitter.com/MIB_Master



› www.youtube.com/TheMIBchannel

Sign up for your MyCattolica account to access personalized information regarding your chosen program and gain a better idea of life at Cattolica

› www.ucscinternational.it/my_cattolica

Domestic students contacts (applicants with an Italian degree)

Ufficio Master

Via Carducci 28/30, 20123 Milan

Email › master.universitari@unicatt.it