

SDA Bocconi



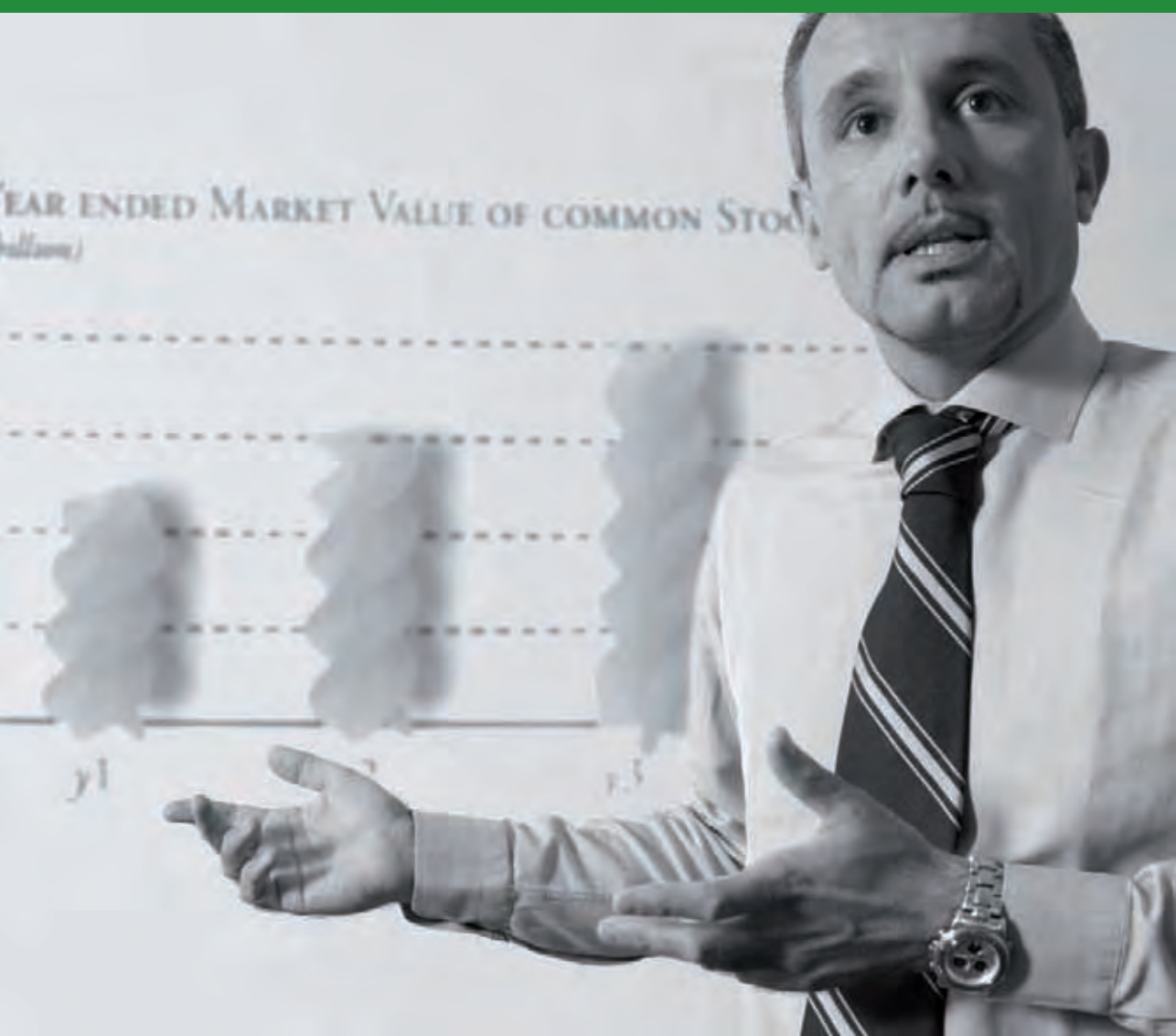
Bocconi
School of Management

2009

SDA

MFFB

MASTER in Fine Food & Beverage



SDA Bocconi School of Management



SDA Bocconi School of Management was founded in **1971** by Bocconi University, one of Europe's oldest and most prestigious business education institutions. After being a pioneer in Italy, it today enjoys international recognition as a leading management school, listed in the most important rankings.

Our mission is to educate men and women ready to act anywhere in the world, using their knowledge and imagination.

Many economic and business leaders have passed through Bocconi: a number of the world's top **100** economists graduated here. And every year, the MBA and Master Programs in English attract a growing number of foreign students to our classrooms.

We dedicate energy and resources to creating value and spreading values. Proof of this are our research, teaching and relations with the scientific, business and institutional communities, our exchanges, international approach, critical spirit, pragmatism, curiosity and strength to innovate. Knowledge and imagination are the shared pride and heritage of the faculty, our students and thousands of alumni around the world.

Today, the SDA mission is to make a significant contribution to a far-reaching project: to promote an innovative and internationally-oriented management culture.

Bocconi University

Established in 1902, the "Università Commerciale Luigi Bocconi" was the first Italian university to grant a degree in economics. Since then, it has made its contribution to economics, business administration and legal studies through a spirit of independence, pluralism, the exchange of ideas, constant research and critical pragmatism, for a more knowledgeable society. Bocconi is an independent research university, economically, scientifically and academically. It is the leader in Italy, with a high standing in the major international rankings.

What are the benefits of the Master Program in Fine Food & Beverage at SDA Bocconi?



The first thing that makes the SDA Bocconi Master Program in Fine Food & Beverage so unique is the way it combines Italy's unparalleled wealth of experiences, cultural heritage and creativity with the forward-looking, global approach to business that has made Milan such a driving force on the international scene. This is achieved by focusing on you, the individual. Classes are carefully designed to strike the right balance between the number and type of students, with a rich cross-cultural exchange between participants from many different countries and cultural backgrounds, each of whom contributes their own particular professional and academic experience. Furthermore, there is constant interaction not only between the participants and an academically outstanding faculty, but also between the faculty and the thriving business community all around it.

This means that students learn from those actively involved in the day-to-day workings of the business world as well as from their top-level teachers. Participants have all the technological and academic support they require, as well as personal, dedicated assistance to give them the fundamental tools they need. They will also come into contact with a network of alumni, making long-lasting friendships that will be invaluable in later life. The SDA Bocconi Master Program in Fine Food & Beverage opens a window onto a world of extraordinary cultural diversity and creativity while providing a unique opportunity to obtain the highest level of academic and professional training.

I personally hope that you will take on this exciting experience and look forward to having you join us here at SDA Bocconi

Alberto Grando
Dean, SDA Bocconi

Table of Contents

- 3** Come to taste a unique Master experience
- 4** Scientific partners
- 5** Professional partners
- 6** The ideal location to taste future success
- 9** Our mission: to form new specialized managers
- 10** Teaching Methods
- 12** The Program
- 15** The Faculty
- 16** Savour the future
- 17** Alumni: a network of Talents around the World
- 18** The Selection and Admissions Process
- 20** Financial Commitment



Come to taste a unique Master experience

The food and beverage companies that have reached levels of excellence are those that, leveraging the superiority of their products and services, have demonstrated the ability to develop innovative competitive formulas and sophisticated management techniques.

If this world appeals to you and you want to find your place in it, if you want to build your skills and experience, we could spend an intense year together in a Master that is one of a kind.



We have designed a general management course with international reach, a program that offers a unique and innovative highly-specialised proposal. We provide rigorous, advanced managerial training using new theoretical contents and teaching materials specific to the Fine Food and Beverage sectors. You will develop the experiences and sensibilities specific to the products and services a manager in these sectors must have. In Italy, naturally, the international home to the best in all these aspects.

This is why the Master in Fine Food & Beverage focuses on and delivers:

- the scientific and methodological strength of one of the world's leading business schools
- the value and culture of excellence of Italian tradition
- the innovation and unique features typical of entrepreneurial companies.

We invite you to share a demanding and intense path of development. Your experience will be shaped not only by lessons, but also exercises, simulations, role-playing, cases-studies, guest speakers, plus company visits and trips to Italy's main production areas, in direct contact with businesses. We are sure you will appreciate the unique qualities of our Master: a turning point in your career through a menu of unforgettable emotions and experiences.

If you want to taste the difference, we look forward to welcoming you to the program.

Massimiliano Bruni, Giorgio Lazzaro
Master Directors

Scientific partners

Your course content is reinforced by our scientific partners who bring to the program specific knowledge and experience to contribute to developing your skills and attitude.

Partnerships with Alma and University of Gastronomic Sciences have been established to enhance program contents by exchanging students, organizing seminars, creating a network among participants and arranging joint visits.



THE UNIVERSITY OF GASTRONOMIC SCIENCES

The University of Gastronomic Sciences opened in the 2004/2005 academic year, becoming the first university on the international scene to give academic status to gastronomy from a complex and interdisciplinary perspective. The subject is approached through science and technology, social sciences and the humanities, as well as corollary subjects such as economics, communications, and geography.



ALMA – THE INTERNATIONAL SCHOOL OF ITALIAN CUISINE

ALMA is the world's leading international educational and training centre for Italian cuisine.

ALMA educates chefs from all around the world, forming Italian cuisine professionals with training programmes at the highest levels, run by the best teachers on Italian food. ALMA is based in the splendid Palazzo Ducale of Colorno near Parma in the heart of the Italian “Food Valley”. ALMA is equipped with the latest teaching and cooking facilities.



Professional partners

The Master in Fine Food & Beverage is developed in collaboration with private associations, consortiums professional, organizations which bring specific knowledge and expertise to increase your opportunities to taste the variety of cultures and experiences which form the world of fine food and beverage.



Consorzio del Prosciutto di San Daniele



Consorzio del Parmigiano Reggiano



Università del Caffè di Trieste



Accademia Barilla



Ordine dei Cavalieri del Tartufo e dei Vini d'Alba



The ideal location to taste future success



Build your future on the legacy of Italy and its business drive

At the centre of the Mediterranean and Europe, Italy has stood out for thousands of years as the fulcrum of trade and culture. Roman Italy imposed its architecture and its superb state organisation stretching from the *Mare Nostrum* to northern Europe. Brilliant minds like Leonardo da Vinci and Michelangelo brought together art and technology during the Renaissance. This combination continues today with the world's leading designers and entrepreneurs.

Cristoforo Colombo and Marco Polo travelled the globe to explore new opportunities. This is the get-up-and-go spirit you can expect from the Italy of today. We'll be pushing you to open new frontiers and to grasp all the benefits of what you will find here.

Savour the difference

Stretching from the Alps to the central Mediterranean, Italy has its own unique culture, with a vast spectrum of special tastes. The border areas of the north have influences that range from French in Piedmont, Austrian in Alto Adige and Austro-Hungarian in Trieste. In the south, on the other hand, the different climate and contacts since time immemorial with the countries of the Mediterranean can be seen and above all tasted in products and cuisine.





Live and work in the business powerhouse of Milan

Milan is your campus, because SDA Bocconi is in the heart of the city.

Being international is a way of life in Milan, a city where careers, cuisine and culture blend at their best. People who choose SDA Bocconi know what to expect from Milan. Where else would you find the buzz and bustle of Italy's business, financial and industrial centre? This is where you will come across potential for contacts and careers. And there is much more: culture, fashion, sport, design and the joy of living, with all its most enjoyable aspects - food, friends and meetings. You'll be at the cutting edge of a global lifestyle, yet firmly rooted in Italian style.

Hot, as you will enjoy tomorrow's fashion and business today. Cool, if you are looking for the best in slower foods and trends.

Around Italy: la dolce vita

Mountains, lakes and seaside, all close to hand

When you can get away from course work, Milan offers opportunities where you can combine leisure with exploration of Italy's extraordinary lifestyle. It is within easy reach of the Italian Alps, an hour's drive away for skiing, walking or climbing. The lakes with their mild climate and beautiful surroundings are even closer. And you won't need to go much further to enjoy the Mediterranean coast, whether you head to Venice and the Adriatic or the Ligurian Riviera with its beautiful towns and villages steeped in sun and in history.



Our mission: to form new specialized managers

Our aim is to form young managers, offering rigorous management knowledge and skills combined with the specific culture and sensibility needed to work successfully in companies related to Fine Food and Beverage.

An entrepreneurial mind-set and strong managerial approach and attitude, combined with top quality products, are the real source of the competitive advantage of Italian firms and their system worldwide. For a whole year, you will be plunged into this culture of excellence thanks to visits, guest speakers, case histories and field projects, a unique asset of the Master in Fine Food & Beverage.

The program offers young international professionals the most advanced knowledge and skills to work in managerial positions of food and beverage companies as well as in firms related to the culture and experience of high-quality taste and life, from restaurants to hotels and resorts. When you finish, the world is your oyster.



The Master in Fine Food & Beverage combines:

- Learning of culture and methodology of management, acquiring knowledge and techniques to tackle decision-making problems and processes, and achieving leadership through active teaching methodologies
- Development of specific knowledge and skills related to food and beverage industries
- Teaching by an exclusive faculty of academics, industry experts and professionals with extensive experience in education, research, consulting and work in leading companies of food, beverage, and hospitality industries renowned worldwide
- Contact with Italian culture and tradition, giving direct experience in the countryside and cities, with visits to prestigious companies and locations in an exciting learning experience.

At the end of the course, you will be ready to cover all the main positions in a Food or Beverage related firm, occupying specific roles as brand and product manager, export and import manager, supply chain manager, communication manager, area manager, or marketing manager.

Teaching Methods

The teaching methods include:

- Class sessions
- Case study discussions in small groups as well as in class
- Simulations, role-playing exercises and business games
- Professional and business guest speakers

Teaching ...

January

BASICS

- Accounting
- Business Administration
- Information Technology
- Quantitative Methods

February - June

GENERAL MANAGEMENT

- Banking
- Business Law and Regulations
- Business Strategy
- Corporate Finance
- Corporate Strategy
- Management Control System
- Marketing
- Organization Design and Human Resource Management
- Technology and Innovation
- Segmentation
- Supply Chain Management



... and much more

EVERY MONTH



Three in-house Italian firm presentations & product tasting



At least one company visit

The Master in Fine Food & Beverage responds to business needs for new talents and people ready to make the best use of their abilities. Our aim is to create young, charismatic managers with the strong and enduring skills required to keep up with the dominant trends within these industries.

All the themes and topics dealt with in the Program regard the food and beverage industries, their characteristics, products, structures, trends, and specific features. This clear perspective is ensured by teaching materials developed specially for you and by a faculty with specific knowledge and experience in the field.

June - September

FIELD PROJECTS

- Internship
- Group Project



September - October

INTERFUNCTIONAL COURSES

- Brand management and communication
- Business game
- Business planning
- Family businesses
- Growth strategies
- Management in Luxury Firms

October - December

CONCENTRATIONS

- HO.Re.Ca
- Product Management



A dinner prepared by a prestigious international chef with explanation and speeches

ONE WEEK AS A CHEF



Cooking at Alma, the international school of Italian Cuisine lead by Gualtiero Marchesi

The Program



Pre-courses

These on-line courses are not compulsory, but are strongly recommended for those without a background in economics and management. They are aimed to ensure that all participants have attained the necessary level of knowledge to carry out the Program. We believe that the shared knowledge participants will gain during the pre-courses block will result in a more profitable and stimulating educational experience for all participants.

The major themes of the pre-courses are:

- Introduction to business
- Accounting (introductory)
- Economics
- Quantitative methods (introductory)

Basics

It's an intensive introduction stage to provide you with an overall view of the entire Program and to help you grasp the basic knowledge and skills to act as a manager.

Here you experience what it means to go back into class: you have to weigh your concentration and

drive, using your time and energy to the best. This is the phase when you develop a sense of community and belonging, sharing the values, principles and perspectives of Bocconi and you start experiencing the Italian culture and heritage in Fine Food and Beverage.

The major themes of the Basics are:

- Accounting
- Business Administration
- Information Technology
- Quantitative Methods

General Management

It's the longest portion of the Master in Fine Food & Beverage. Throughout this block, you will be asked to progress beyond the points of view and conditioning gained from your personal and professional backgrounds in order to shape a broader and richer mental attitude and experience.

This second part of the Program allows participants to acquire methodological tools for in-depth understanding of the key concepts needed to manage a company.

The courses you attend are:

- Banking
- Business Law and Regulations
- Business Strategy
- Corporate Finance
- Corporate Strategy
- Management Control System
- Marketing
- Organization Design and Human Resource Management
- Technology and Innovation
- Segmentation
- Supply Chain Management

Field Projects

Through field projects, companies offer participants the opportunity to tackle real-life, complex problems, blending together the knowledge and skills from different functional areas. You put theory into practice, broadening your horizons and enriching your management skills. The project takes from a minimum of 8 to a maximum of 12 weeks from June to the beginning of September.

For this project requirement you can choose from the following two options:

Group Project

Selected companies offer students the chance to develop a full-scale, real consultancy project. You work in groups of 3-5 students, as a consultancy team, with the assistance of a School tutor, interacting with the company staff. The group project is a highly educational experience, in terms of both technical learning and teamwork.

Individual Project

A select group of companies offers the opportunity to run individual projects with them. You will work at the company for at least 8 weeks from June to the beginning of September.

You may also search for an internship on your own, if this suits your personal and career aspirations better. If so, however, you should secure approval from the Master Directors upon presentation of a detailed internship proposal.

Interfunctional Courses

After the hands-on field projects, back to the School. You focus on specific themes and moments in management which require interfunctional approaches and attitudes. You will be asked to put together different facets of knowledge and points of view to maximize your effectiveness and strength in taking decisions and acting as a manager.

The topics covered in this part of the Program are:

- Brand management and communication
- Business game
- Business planning
- Family businesses
- Growth strategies
- Management in Luxury Firms



Concentrations

In the final part of the Program you have the opportunity to personalize your own path by studying specific managerial subjects, in line with your preferences, abilities and areas of interest.

We offer two Concentrations:

- Ho.Re.Ca.
dedicated to the Ho.Re.Ca. industries and services
- Product Management
devoted to products to reinforce your knowledge in different fields related to the product itself

The Concentrations allow participants to acquire specific knowledge and sensibilities in two areas that are critical to the management of Food and Beverage based companies.

Each Concentration will be formed by several courses enriched by numerous presentations by professionals and guest speakers.

Participants should take all courses from the Concentration they choose.



The Faculty

The Master in Fine Food & Beverage faculty has developed deep, up-to-date knowledge and experience in food and beverage management through years of teaching, research and consulting with the leading companies in the industries. The teaching staff's diverse experiences, fields of expertise and cultures play a vital role in making the Program varied, original and authoritative.



Accounting and Control

Silvano Corbella
Luca Ghezzi

Economics

Carlo Altomonte

Finance

Saverio Bratta
Barbara Rovetta

Financial Markets and Institutions

Barbara Alemanni
Vincenzo Capizzi
Marco Navone
Giovanna Canotti

Marketing

Giorgio Lazzaro
Andrea Rea

Operations and Technology

Enzo Baglieri
Raffaele Secchi

Organization and Personnel

Gabriella Bagnato
Beatrice Bauer

Quantitative Methods

Maurizio Poli
Sergio Venturini

Strategy

Olga Annushkina
Massimiliano Bruni
Luana Carcano
Antonio Catalani
Carmine Tripodi

Savour the future

Career Services

The Master in Fine Food & Beverage offers counseling and dedicated services to help you to gain a better understanding of the markets and of your strengths and weaknesses.

To facilitate your personal and professional development throughout the Program, we provide the following activities.



Counselling

In one-to-one meetings, Counseling enables you to recognize your own talents and attitudes, your strong and weak points, so that you can orient your professional preferences to the best.

Career Coaching

The career coaching service is designed on a one-to-one basis. A professional coach will give you personalized, hands-on support in drawing up the next chapter of your professional life.

Seminars

Seminars will give you information on and practice in:

- CV and cover letters
- Case interviews
- Interview skills and interview simulation
- Networking skills

Networking Events

Organized in collaboration with the Alumni Association, these are informal social occasions to facilitate networking and contacts between students, Alumni and the business community.

CV Book

The CV Book is an annual publication that collects the students' CVs, structured so that it highlights each profile. The CV Book is sent to leading Italian and international Food and Beverage companies as well as large HO.RE.CA. firms. There is also an online version with a search engine available for companies.

Job Posting

Job postings are provided, publishing suitable job offers from companies and institutions interested in meeting participants.

Alumni: a network of talents around the world

An International Network

SDA Bocconi Alumni live and work in more than 80 countries around the world.

The AMSDA network is developing local chapters in a vast number of cities including Athens, Barcelona, Buenos Aires, Dubai, Frankfurt, Lisbon, London, Madrid, Mumbai, Munich, New York, Oslo, Paris, São Paulo, Shanghai, Tokyo, Zagreb and Zurich, in addition to an even larger number of more informal networks in additional cities.

Networking Events

SDA Bocconi and AMSDA foster the constant exchange of cultural, professional and social experiences through the organization of events and meetings where alumni, students, faculty, staff and companies can experience the value of the SDA Bocconi network.

Among these events, the following can be highlighted:

AMSDA General Assembly and Christmas Party

CLAC – Continuous Learning Alumni Conference

Young MBA Alumni Meetings

MBA's Cup – Mediterranean Regatta and Conference

MBA Golf Challenge

MBA Ski Cup and Conference

Alumni are one of the greatest assets of business schools throughout the world. The **SDA Bocconi Master Alumni Association (AMSDA)** brings together over 9,000 SDA Bocconi Master Alumni who have graduated from SDA Bocconi MBAs and Specialized Masters Programs.

AMSDA aims to maintain the relationship between Alumni and SDA Bocconi, with the intention of increasing the School's prestige and influence in the national and international economic, financial and business spheres.

SDA Bocconi Alumni live and work in more than 80 countries around the world. The AMSDA network is developing local chapters in a vast number of cities including Athens, Barcelona, Buenos Aires, Dubai, Frankfurt, Lisbon, London, Madrid, Mumbai, Munich, New York, Oslo, Paris, São Paulo, Shanghai, Tokyo, Zagreb and Zurich, in addition to an even larger number of more informal networks in additional cities.

SDA Bocconi and AMSDA foster the constant exchange of cultural, professional and social experiences through the organization of events and meetings where alumni, students, faculty, staff and companies can experience the value of the SDA Bocconi network.

Services for Alumni are available at www.amsda.it and include an on-line directory, a calendar of events, newsletters, Chapter and Club news, and many other services which help to foster and consolidate networking among Alumni, and relations between Alumni and the School. AMSDA also publishes "IamSDA" each quarter. In this magazine, our community can read in-depth reviews of current topics and a series of articles that serve the purpose of uniting and solidifying the community such as Alumni Worldwide, Alumni Stories, Alumni Clubs, and Alumni Heritage.



The Selection and Admissions Process

The 1st edition of the Master in Fine Food & Beverage begins on January 14th, 2009 and finishes on December 18th, 2009. Applications must arrive by June 30th, 2008. The preliminary application can be sent first and then be completed with the required documents. It is important to note that, given the limited number of places available, it is in the interest of all candidates to present their application **as early as possible**.

The selection process

The selection process begins in January 2008. When the School receives your application, it carries out a pre-selection based on the documents sent. The Admissions Committee then lets the candidate know if he/she is considered suitable to proceed with the selection process.

The final assessment of each application will take place once the candidate has completed all required tests and submitted all required documents. Candidates admitted into the Program must confirm their participation based on deadlines set by the Admissions Office.

Admissions criteria and requirements

The selection process is based on an overall analysis of the following factors:

- application form and documents
- proficiency in English
- test and interview

Application form

This has to be completed in English and it is available exclusively online at: www.sdabocconi.it/mffb

It must be completed with precise information on your personal and professional experiences, your reason for wanting to attend the Program.

The application must be completed with the following documents:

Degree certificate and detailed CV

The SDA Bocconi Master in Fine Food & Beverage is aimed at graduates in any discipline with at least 2-3 years' working experience.

You are required to submit an official degree certificate (in English or Italian) from the college or university attended. The type of degree, the date of graduation, the date of enrolment must be clearly stated in this documentation.

A detailed CV must be attached to the application.

Proficiency in English

All applicants must have good written and spoken English. If English is not your mother tongue, you must take the TOEFL or IELTS tests. Candidates for the 2009 edition of the Master in Fine Food & Beverage must take the test by May 2008. At the TOEFL test site, you have to specify the School Code (0698). If you have already taken the test, the original results must be sent to the School. Any test results from before January 2003 are no longer valid.

TOEFL website: www.TOEFL.org

IELTS website: www.IELTS.org

GMAT

Although GMAT is not mandatory, we strongly suggest that you take the test in order to increase your chances to be admitted to the Program.

When the test is taken, the name of the School should be specified. Our Admissions Office will thus be able to receive the results directly. The identification code for our Master in Fine Food & Beverage is: 3WJ-L8-34. Results obtained before January 2003 are no longer valid. For further information and to enrol for the test, contact: www.gmat.com

Application for sponsor companies

This is to be completed by a company representative (using the special form on our site) only if the company intends to back the participation in the Program of a candidate through partial or total payment of the tuition fee.

Interviews

Candidates will be required to have an interview which may be held:

- at SDA Bocconi in Milan, where you have the chance to get to know us better and assess the environment which could soon see you as a Master student;
- in special cases, the interview may take place remotely (by telephone or webcam).

The application must be accompanied by:

- 4 passport-size photographs on a light background and signed on the back
- payment of Euro 100 fee for the admissions procedure (using the special form in the application form. The application fee is not refundable).

The selection result

Once the selection process is completed, the Admissions Office will inform the candidate of the result of their application in writing. In no case the result is communicated by telephone. If accepted, the candidate receives the official letter of admission to the Master Program and the contract for participation. If all places available have been filled, the School may decide to place the candidate in a waiting list or offer admission for the next edition.

While fully aware of the commitment that all candidates make in the admissions process, SDA Bocconi does not provide individual answer to non-admitted candidates.



Submitting your application

www.sdabocconi.it/mffb

On-line + post

Fill in the on-line application on our website and send the required documents by post.

PDF + post

Fill in the editable PDF format application that can be downloaded from our website and send it together with the required documents by post.

Document check

Applicants who submit their application on-line may verify the arrival of their application and that full documentation has been received directly on our website.

Applicants who choose to download the PDF form will receive information by email from the School on whether their documentation is complete. If the candidate has not received any information 4 weeks after sending the application, contact should be made with the Master in Fine Food & Beverage Admissions Office at mffb@sdabocconi.it. Before presenting your application, read the brochure carefully.

All documentation regarding your application must be sent to:

SDA Bocconi Masters Division
Master in Fine Food & Beverage
Via Balilla, 18
20136 Milan - Italy
Tel: +39 02 5836.3257
Fax: +39 02 5836.3119

Financial Commitment

The Program involves considerable commitment, both personally and financially: mandatory attendance throughout the Master and the lack of significant holiday breaks make it impossible to carry on any parallel professional activity that might contribute to support participants financially.

Admission procedure fee

EUR 100

Tuition Fee

The total fee is **EUR 25,000** to be paid in four instalments:

1st instalment: EUR 7,500 on acceptance of your admission to the Program

2nd instalment: EUR 7,500 by 28 February 2009

3rd instalment: EUR 5,000 by 30 April 2009

4th instalment: EUR 5,000 by 30 June 2009.

The fees include:

- teaching material
(some texts must be purchased separately)
- access to the School's database and facilities.

Pre-courses costs

The costs for online pre-courses are EUR 950 (Master in Fine Food & Beverage pre-courses package).

Personal expenses

The costs of living in Milan is comparable to that of other major European cities.

An average monthly cost of EUR 1,400-1,700 should be considered for personal expenses.



MONTHLY ESTIMATES

Housing € 600 - 900

Meals € 400

Transports € 50

Misc. expenses € 350

Total € 1,400 - 1,700

10 tantalizing reasons to choose the Master in Fine Food & Beverage at SDA Bocconi

Tradition & Reputation

With over 100 years of history in teaching economics and business administration, Bocconi University is one of the oldest and most prestigious business education institutions and the first Italian Business School.

Contents

The practice-based, broad framework you need to act creatively, effectively and professionally in work and everyday life while focusing on your chosen field.

Integrity

Managing food and beverage production, marketing and distribution demands the highest levels of integrity. We apply values that will be relevant when you step back into the world of work.

Specialization

You will acquire all-round management skills applied to a growing sector in the economy.

People

Faculty and tutors with direct experience in business. Much more than a purely academic world. Bocconi is the “study playground” where you’ll share vastly varied experiences with fellow students.

Location

In the heart of Milan, a cosmopolitan blend of haute cuisine, haute couture, creative design and high finance. It will offer you the real opportunity to get in touch with the most successful managers and companies, attend institutional and cultural events and visit leading firms and industrial-agricultural districts all over Italy.

Lifestyle

Dynamic and international, local and global, where different nationalities mix. All you would expect from one of Europe’s most fashionable and cosmopolitan cities, plus the opportunity to come into contact with age-old food and drink traditions.

Opportunities

Close contact with the bustling business world all around and easy access to some of the world’s most renowned food and beverage producers.

Network

Bonds built with your colleagues, alumni and faculty. A world that you grow with and network into.

Facilities

Access to all the Bocconi University’s extensive resources and activities, some of the best in the world.

Contact Details

For further information about the Master in Fine Food & Beverage – **MFFB** please contact:

SDA Bocconi Masters Division
Master in Fine Food & Beverage
Via Balilla 18
20136 Milan – Italy
Tel. +39.02.5836.3257
Fax +39.02.5836.3119
E-mail: mffb@sdabocconi.it

Website: www.sdabocconi.it/mffb

Accreditations



European Quality Improvement System



Association of MBAs



Quality Management System
Certification ISO 9001:2000
Financed Projects Service Centre

Memberships



European Foundation for Management Development



Association to Advance Collegiate Schools of Business



European Academy of Business in Society



European Corporate Governance Institute



Partnership in International Management



Community of European Management Schools and International Companies



The Italian Association for Management Education Development

Rankings

Financial Times - Forbes - Wall Street Journal
Business Week - America Economia - Espansione