

Bologna Business School

BBS
MULTIPLYING OPPORTUNITIES



WHO WE ARE

Bologna Business School is the international business school of the **University of Bologna**, the oldest university in the world.

Founded for the new millennium, BBS aims to educate a **new generation of leaders** ready to drive global growth and **digital transformation**, with a strong **focus on sustainability**.

Our interdisciplinary, **hands-on learning model** provides a unique educational experience, developed in close collaboration with leading Italian and international players across key industries such as automotive, food and wine, sustainability, automation, robotics, and luxury.

In 2024, BBS earned **full EQUIS international accreditation**.





UNIVERSITY OF BOLOGNA

The University of Bologna has a history spanning over a thousand years. **Founded in 1088, it is the oldest university in the world** and has always been a public, independent, and inclusive institution—created by students, for students, from all over Europe.

Bologna Business School is one of the University's most dynamic and fast-growing institutions. While the University of Bologna is rooted in centuries of tradition, BBS was designed as a school for the new millennium.

Our strong connection with the University is reflected in our collaboration with the **Department of Management (DiSA)**, which operates across Bologna, Forlì, and Rimini, and includes **more than 100 faculty members and researchers**.

DiSA is a **key hub** for teaching and research in the field of management and its related disciplines.

KEYWORDS

INTERDISCIPLINARITY

The interdisciplinary approach is a unique enabler of innovation that distinguishes BBS from any other Italian business school and allows participants to develop a multi-perspective and creative approach.

INTERNATIONAL ORIENTATION

Thanks to the BBS Alumni Community and synergy with our internationally-oriented industry champions, you can build strategic relationships to expand your professional opportunities.

COLLABORATION

Strengthen your managerial mindset and refine your soft skills to grow into a future business leader.





INNOVATION AND ENTERPRISE AT BBS

Bologna Business School is a place where academic learning and entrepreneurship meet on common ground. It's not only about creating synergies and fostering collaboration, but also about sparking interest in ideas and technologies ready to be brought to market.

BBS serves as a hub for high-potential, innovative entrepreneurship, actively engaging investors, managers, and entrepreneurs from its extensive business network.

The School shapes future business leaders by immersing them in an international and forward-thinking environment, while also providing companies with an effective tool for talent development and retention.

KEY FACTS

3500+

Participants per year

29

International Academic Faculty

95+%

Placement

≈50%

Adjunct Faculty (practitioner)

4,2

Customer Satisfaction

1,4M

Scholarships

100+

Countries of origin

≈2M€

Honor Loans

300+

Faculty

500+

Companies in the Business Network



ACCREDITATIONS AND MEMBERSHIPS



The School is proud to be **part of the top 1% of Business Schools** accredited by **EQUIS – EFMD Quality Improvement System**, one of the most prestigious international frameworks for assessing quality and continuous improvement in management and business education.



EFMD Accreditation for the programs:

- Data Science and Business Analytics
- Executive MBA
- Global MBA
- HR & Organization



FACULTY

300+

Faculties

107

Adjunct

74

Extended

74

Core

63

Visiting

THE FACULTY FROM THE UNIVERSITY OF BOLOGNA
COME FROM THE DEPARTMENTS OF
Management, Computer Science, Industrial Engineering, Legal Studies,
Economics, Electrical, Electronic and Information Engineering,
Architecture, Physics and Astronomy, Civil, Chemical, Environmental and
Materials Engineering, Experimental Diagnostic and Specialty Medicine,
History and Cultures, Political and Social Sciences





COMMUNITY

14K+

Alumni

11%

International

24%

Live abroad

76%

Live in Italy

MAIN AREAS OF EMPLOYMENT

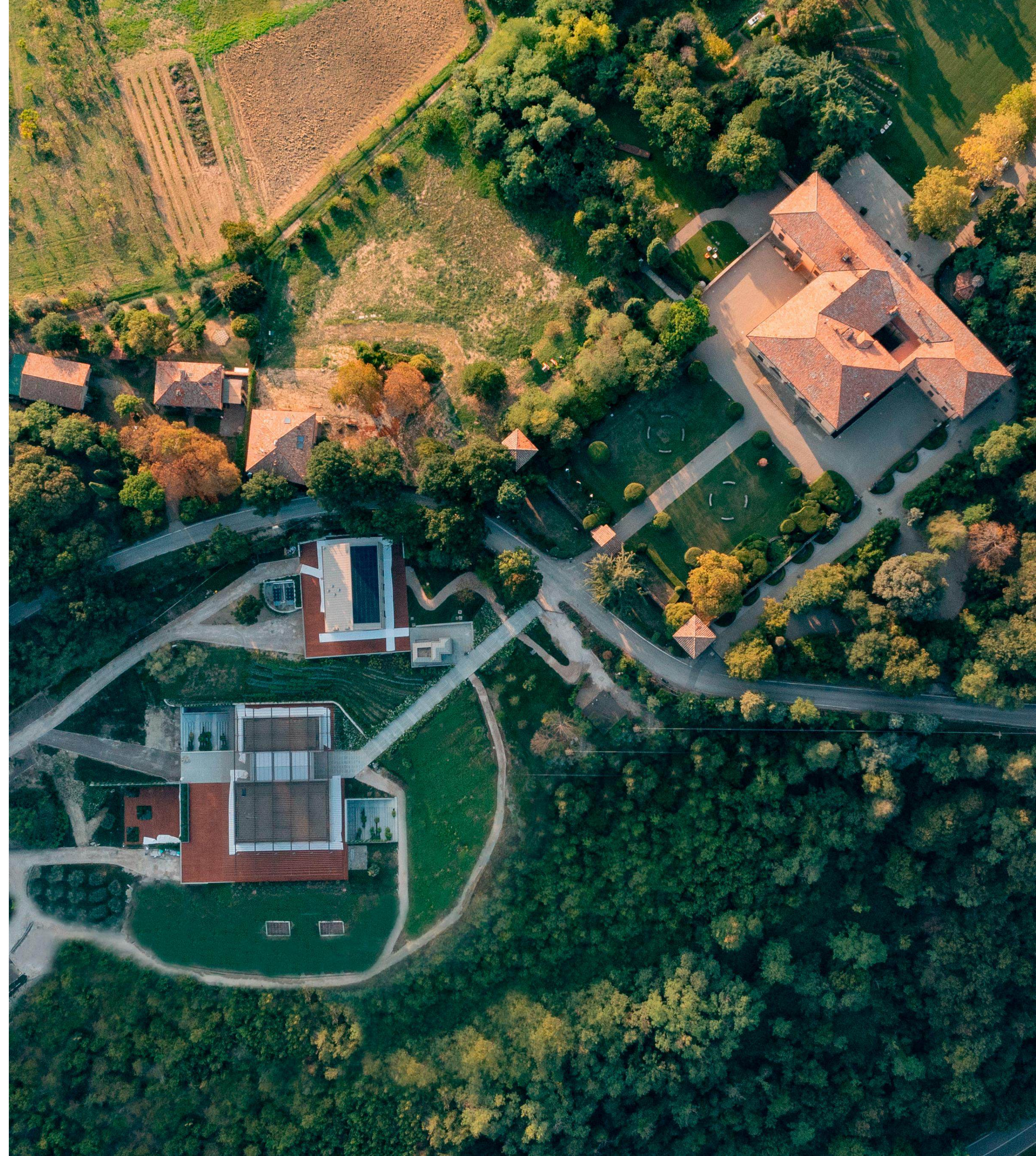
- Business Development
- Engineering
- Sales
- Operations

MULTICAMPUS

Our multicampus consists of **Villa Guastavillani**, a stunning 16th-century residence, and the **New Campus**, a modern area housing three state-of-the-art buildings designed to the highest sustainability standards, set in a green environment.

These two sites coexist in a synergistic way, **allowing the past, present, and future to intertwine and thrive together** in the heart of Italy, within one of the country's—and Europe's—most important economic regions.

At BBS, we believe that **interaction** between people multiplies the possibilities and quality of ideas. That's why the multicampus is designed as a place of **continuous exchange, actively involving** all the organizations and individuals who participate in the School's initiatives.



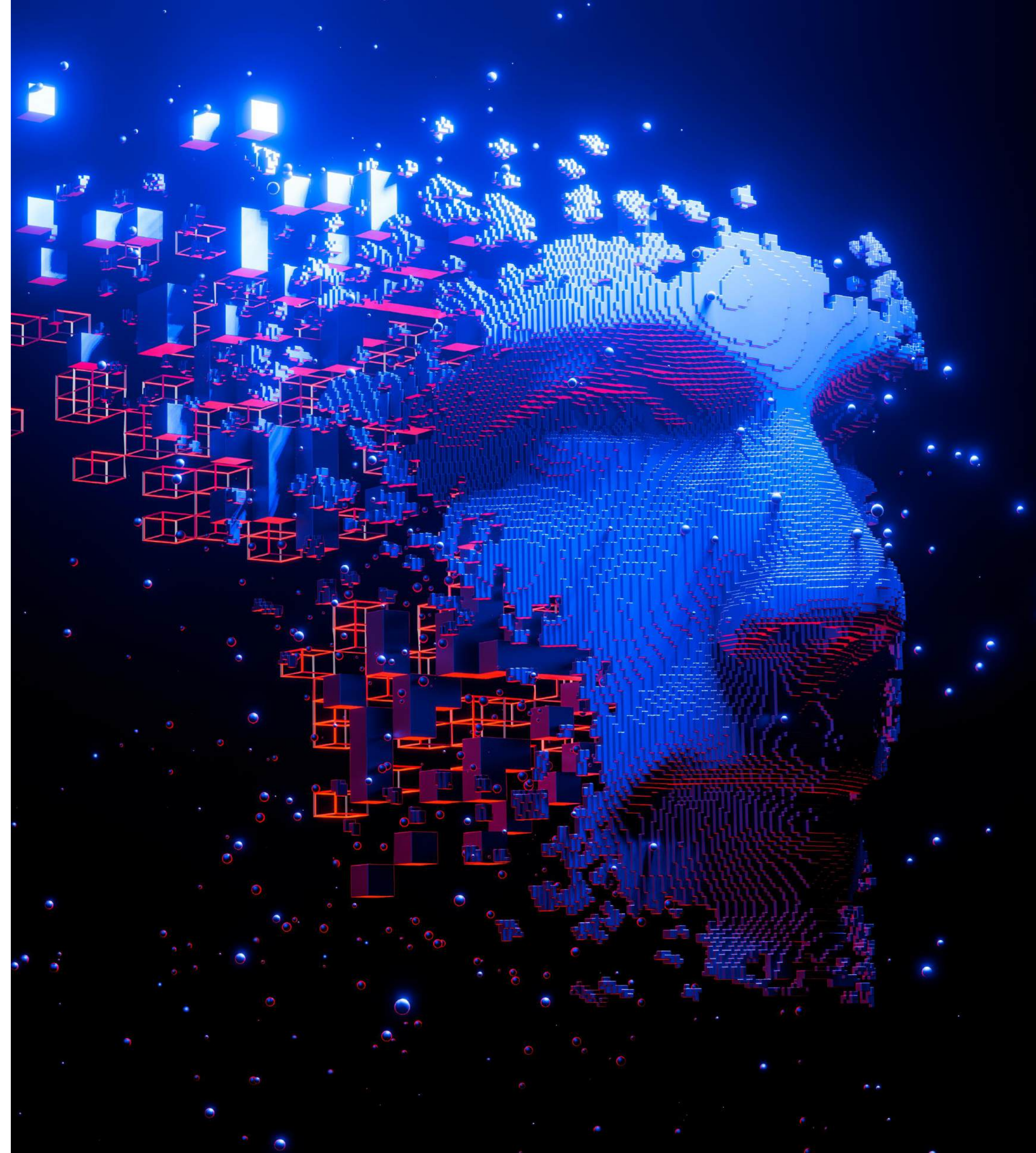
An aerial photograph of a rugged coastline. In the top left, white-capped waves are crashing against dark, jagged rocks. Below the rocks, the water transitions into a shallow, turquoise-colored area where the seabed is covered in green and yellowish-brown algae or coral. The overall scene conveys a sense of natural beauty and environmental focus.

SUSTAINABILITY

- With the **BBS INITIATIVE FOR SUSTAINABLE SOCIETY AND BUSINESS**, the School aims to become a European benchmark in the application of interdisciplinary research. The goal is to translate ERS principles into managerial training programs and initiatives.
- **10 NEW RESEARCHERS** from the University of Bologna teach in the programs of the BBS Center for Sustainability.
- BBS ERS strategy revolves around three main pillars: **Learning, Dissemination, and Impact.**
- **Ranked 1st** in Europe for university commitment to sustainable development (according to The Times Higher Education Impact Rankings, 2020 edition).
- **5 programs** specifically designed around sustainability, social innovation, and environmental responsibility.
- **10 years** of experience in sustainability education.
- **24 programs** have integrated a course on business ethics and sustainability.
- **100%** of students are exposed to CSR-related issues during their studies.

ARTIFICIAL INTELLIGENCE

- Bologna Business School integrates **Artificial Intelligence** into its training programs, offering courses focused on its application across various areas of business and management.
- Every program at Bologna Business School includes dedicated modules on Artificial Intelligence, presented as a key tool for fostering innovation and driving **digital transformation** in organizations—from Professional to Executive education.
- **5 programs** are specifically dedicated to Artificial Intelligence and its applications in today's business world.
- BBS also promotes a series of events focused on AI topics, featuring leading national and international experts. These events offer our community the opportunity to explore the **challenges** and **opportunities of AI**, raising awareness around one of the most transformative technologies of our time.



BUSINESS NETWORK

FOUNDING MEMBERS

Alma Mater Studiorum - Università di Bologna, Automobili Lamborghini, BBS Society of Scholars, Coesia, Confindustria Emilia Centro, Dallara Automobili, Ferrarelle, Ferrari, Fondazione Cassa di Risparmio in Bologna, Fondazione Guglielmo Marconi, IMA, The Eric and Wendy Schmidt Fund for Strategic Innovation, Unicredit

PARTICIPATING MEMBERS

Granarolo, Hera, Marchesini Group

SUPPORTING MEMBERS

Breaders, Dorelan, Emil Banca, Faster, Italcer Group, Kerakoll, Macron, Musixmatch, Pelliconi, UCB Pharma, United Ventures, Valsoia, Viabizzuno, WPP Media

BUSINESS NETWORK

Accenture, Ducati Motor Holding, Enel, Fondazione per la Collaborazione tra i Popoli, Intesa Sanpaolo, Philip Morris Italia

AD Consulting [Aeroporto Guglielmo Marconi Bologna](#) Amadori [AKQA](#) Assicoop Bologna Metropolitana [Banca di Bologna](#) BolognaFiere [Bonfiglioli Consulting](#) Business Integration Partners [Camera di Commercio di Bologna](#) Camera di Commercio di Ferrara [Camera di Commercio di Forlì-Cesena](#) Camera di Commercio di Modena [Camera di Commercio di Rimini](#) Camst [Capgemini Italia](#) Carbon Credits Consulting [Carpigiani Group](#) Cassa di Risparmio in Bologna [Confcommercio Emilia-Romagna](#) Coswell [CRIF](#) Datalogic [Engineering Ingegneria Informatica](#) EOS Solutions [Estra](#) Expert System [Falorni](#) Fastweb [Ferretti Group](#) Finalma [Fondazione Cassa di Risparmio di Carpi](#) Fondazione Cassa di Risparmio di Ferrara [Fondazione Cassa di Risparmio di Padova e Rovigo](#) Fondazione Cassa di Risparmio di Cesena [Fondazione Cassa di Risparmio di Cento](#) Fondazione Cassa di Risparmio di Imola [Fondazione del Monte di Bologna e Ravenna](#) Fondazione IBM Italia [Fondazione Isabella Seràgnoli](#) Food Trend Foundation [Furla](#) Garc [Gesco](#) Gi Group [Google Italia](#) Grimaldi Alliance [Gruppo Industriale Maccaferri](#) Gruppo Montenegro [Gruppo Sistema](#) Haworth [Hera](#) Horsa [HSPI](#) IBM Italia [Iconsulting](#) Injenia [Ismo](#) KPMG Advisory [Laboratori Guglielmo Marconi](#) Landi Renzo [Landtech](#) Legacoop Bologna [Lighthouse](#) Mape [Maps](#) Masai Italia [Maserati](#) Microsoft Italia [NCH Italia](#) Nuovi Cantieri Apuania [Officine Maccaferri](#) Olidata [Onit Group](#) Opera Santa Maria del Fiore [Penske Automotive Italy](#) Poltronesofà [Redify](#) Regione Emilia-Romagna [Rekeep](#) Ricoh [Romagna Acque-Società delle Fonti](#) SAP [Sarce](#) Schneider Electric [SCM Group](#) SCS Consulting [SEPS](#) Si Produzioni [STMicroelectronics](#) Technogym [Tecno](#) The Boston Consulting Group [Toyota Material Handling Italia](#) Trevi Group [Umberto Cesari](#) Unieuro [Unigrà](#) Unipol [Var Group](#) Vem Sistemi [Veronesi Holding](#) Vertiv [Videoworks](#) Volvo Car Italia [Warrant Hub](#) Webranking [WPP Italia](#) Yoox Net-A-Porter Group





WHAT WE DO

Bologna Business School's educational offering is the result of a strategically guided design process, led by an **International Advisory Board** and coordinated through the daily work of diverse teams made up of academics, professionals, consultants, and key players from the global socio-economic landscape.

At BBS, we believe in continuous and personalized learning. That's why we tailor our programs to meet the specific needs of our participants.

- **GLOBAL MBA**
- **EXECUTIVE MBA**
- **FLEXIBLE MBA**
- **EXECUTIVE MASTERS**
- **CUSTOM PROGRAM**
- **OPEN PROGRAM**
- **PROFESSIONAL MASTER (FULL-TIME)**

EXECUTIVE MBA

ENGAGEMENT, LEADERSHIP, INNOVATION

- Developing leadership skills within management
- Preparing and equipping professionals to recognize and manage change
- Fostering loyalty among key people

BBS **Executive MBAs** are designed to meet companies' goals through learning experiences that shape managers for leadership roles. They combine **strategic vision** with the acquisition of tools and knowledge, offering high-quality, inspiring teaching with a strong focus on practical application.

Age $\approx$ **40+**

Experience $\approx$ **12+**

Italian | English





FLEX MBA

EXPERTISE, TALENT RETENTION, IMPACT

- Developing business management skills by integrating them with technical and functional expertise
- Attracting and retaining top talent
- Unlocking the potential of future leaders

BBS offers a range of **MBA programs** designed to meet these needs, **built on years of solid experience.**

These learning paths focus on value creation and practical outcomes. A system that brings together faculty, community, methodologies, tools, and hands-on experiences to foster real, **tangible growth.**

Age $\approx$ **30+**
Experience $\approx$ **5+**

Italian | English
Flexible layout

EXECUTIVE MASTERS

EXPERTISE, BUSINESS TRANSFORMATION, KNOW-HOW

- Training managers for functional and industry-specific careers through the acquisition of tools and skills
- Integrating specialized knowledge with managerial competencies
- Creating value through the effective management of technological transformation
- People and their expertise are the key drivers of business success and performance.

BBS Executive Masters are designed to strengthen the specialized know-how of managers tackling complex management challenges.

Age ≈ **30/40+**
Experience ≈ **5+**

Italian | English
Flexible layout





CUSTOM PROGRAM

CUSTOMIZATION, ORGANIZATIONAL CULTURE, TALENT POOL

- Every company faces its own unique challenges. BBS Custom Programs are designed to address them, turning specific needs into high-impact learning journeys.
- These are not off-the-shelf courses, but co-created experiences built step by step to generate real value.
- From in-depth stakeholder listening to co-design with top management, every detail is crafted to accelerate growth.

BBS Custom Programs ignite skills, motivation, and vision, the quiet engine behind the most solid successes.

Each program begins with a dialogue with the company and evolves into a tailor-made path designed to maximize the impact of training and create real competitive advantage.

OPEN PROGRAM

PRACTICAL TOOLS, PROFESSIONAL GROWTH, EXCHANGE

- Fostering professional development within organizations
- Empowering people by enhancing their skills
- Gaining hands-on tools for immediate application

BBS Open Programs are designed around these goals. They provide a space for exchange between high-level professionals and academics, offering participants the opportunity to enrich their expertise through short, innovative, and comprehensive learning experiences.

Age ≈ 30/50
Experience ≈ 5+

Italian | English
Flexible layout



5.1 ACCESS MACHINERY (DURMA) - VIRTUAL SHOWROOM:

ACCESS MACHINERY (DURMA) - VIRTUAL SHOWROOM:



Access Machinery is the Canadian Equipment Official Dealer for Durmazan. It was developed to provide an overview of the company's products and services to prospective clients: it allows the user to explore the machine software, all in an immersive environment. The company's sales reps to demo their products and services, resulting in considerable cost savings compared to traditional trade shows and conferences. **Results:**

- Reduced the number of machine demonstrations
- Increased offsite demo to close/sale within the first quarter of deployment
- Reduced the number of machine demonstrations to showcase by more than 1/2, saved
- Cut number of real-world metal-cutting demonstrations, resulting in over \$150,000 in savings

VR application:	
1. Cost Rate	3. VRC – Virtual/Real costs
2. Time Rate	4. Brand Awareness



PROFESSIONAL MASTER

EXPERTISE, YOUNG TALENTS, TOOLS

- Entering the professional world
- Choosing a pathway for career growth
- Learning essential management tools

Bologna Business School's Professional Masters are designed for **recent graduates** and **young professionals** who want to follow a structured path to become skilled professionals ready to enter the workforce quickly and effectively.

Over 90% of our students secure a job relevant to their field within six months of completing their master's program.

An international and interdisciplinary approach is ensured by a faculty made up of Italian academics, visiting professors, guest speakers, and top managers

GLOBAL MBA

INTERNATIONALIZATION, EXCELLENCE, MULTICULTURALISM

- Choose a path focused on internationalization
- Learn innovative management techniques
- Connect with **industry champions** and top Italian companies

The Global MBA is a 12-month full-time program **taught in English**, supported by a growing network of leading Italian and international companies involved in the design, implementation, and execution of the program.

Throughout the year, students will have the opportunity to deeply understand how entrepreneurial organizations operate in a **global environment** and expand their knowledge **across five different specializations**.

Age **≈ 30+**

English
On Campus





MULTIPLYING OPPORTUNITIES

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