SDA Bocconi

Bocconi School of Management

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION

MILANO | ITALY

SDA BOCCONI SCHOOL OF MANAGEMENT
WELCOMES

AKAM
The Association for
Key Account Management

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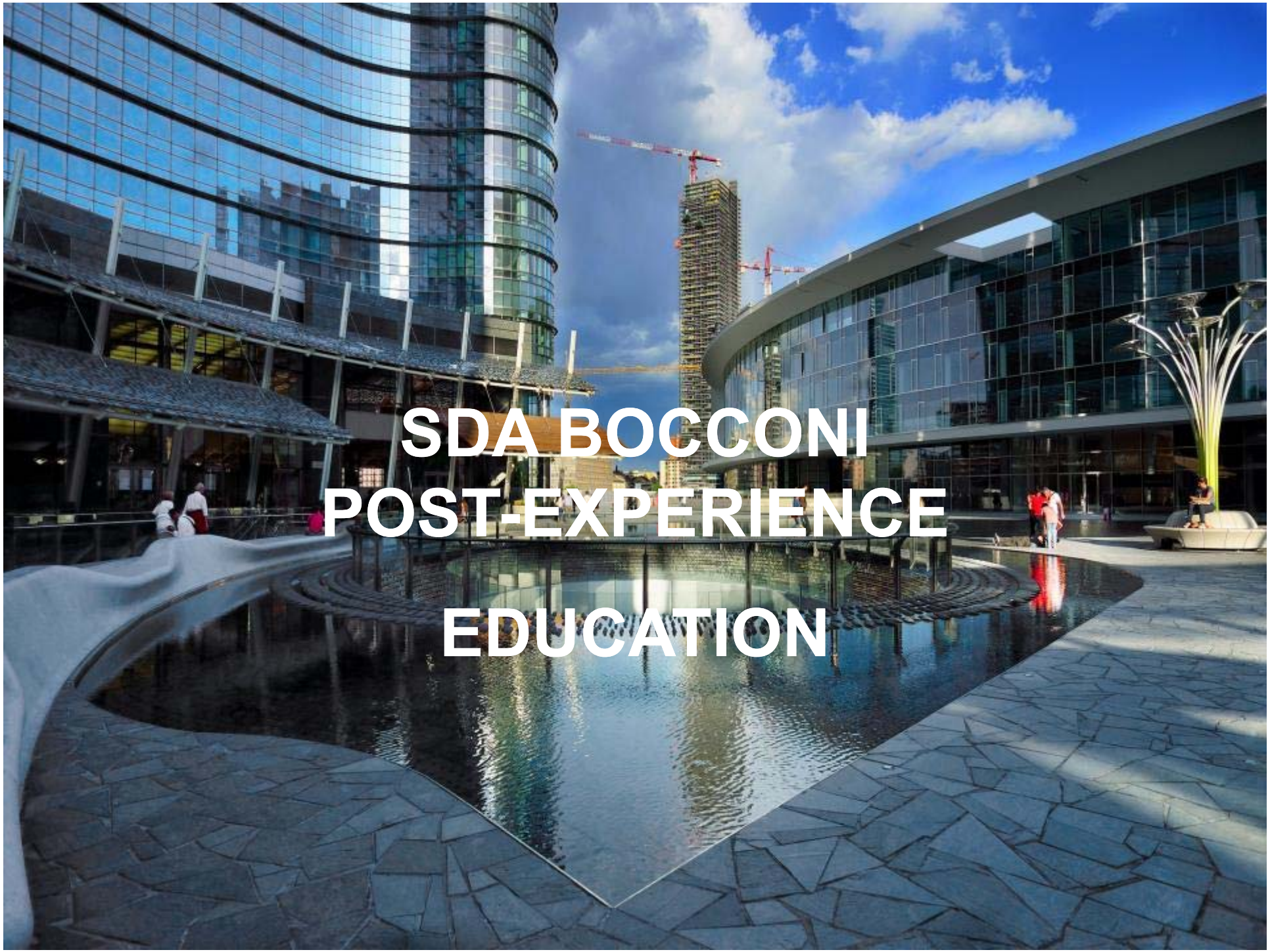
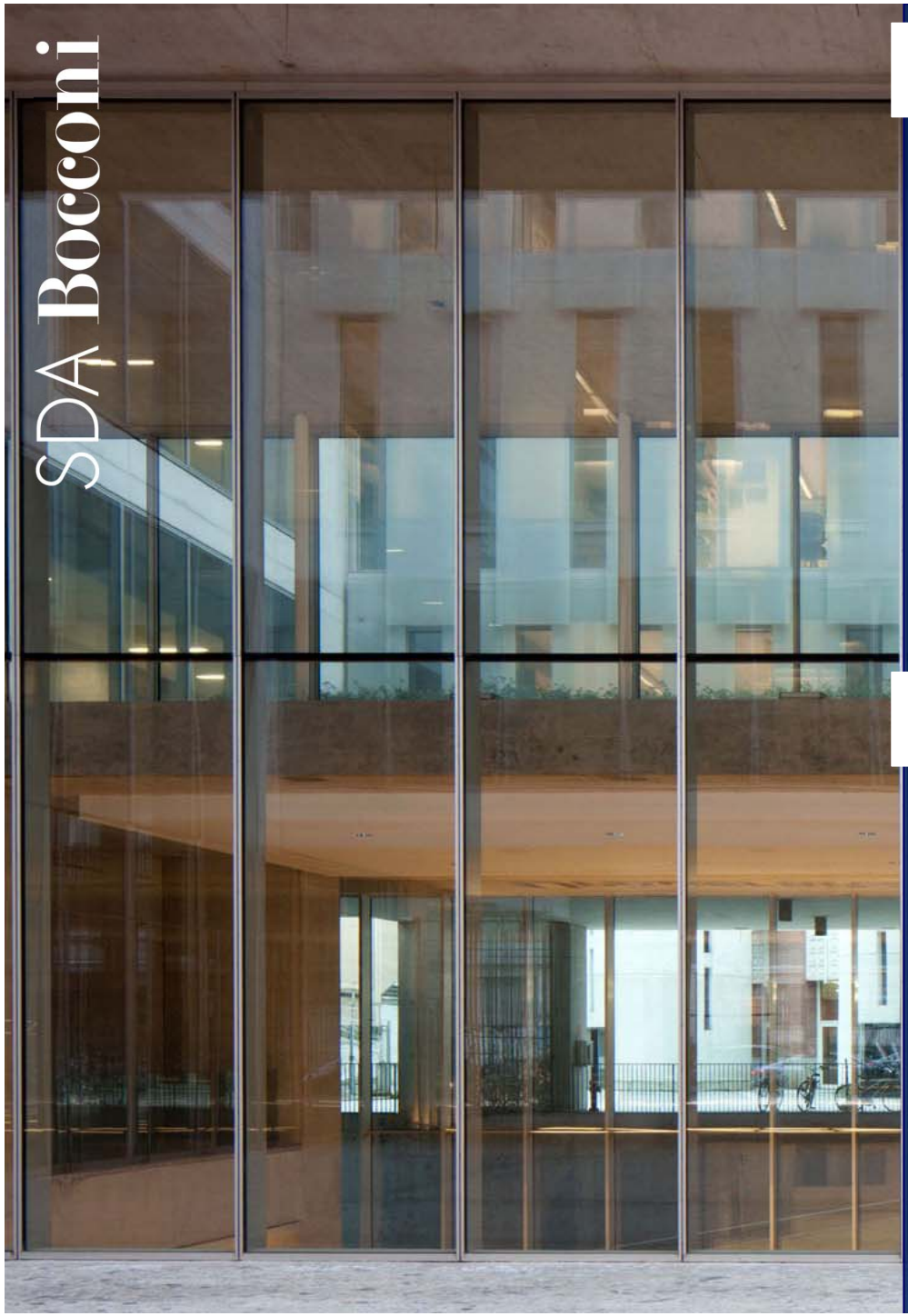
Milan, 27.6.2019

UNIVERSITA' BOCCONI
PRE-EXPERIENCE
EDUCATION


SDA BOCCONI
POST-EXPERIENCE
EDUCATION



Bocconi — ESTABLISHED IN 1902

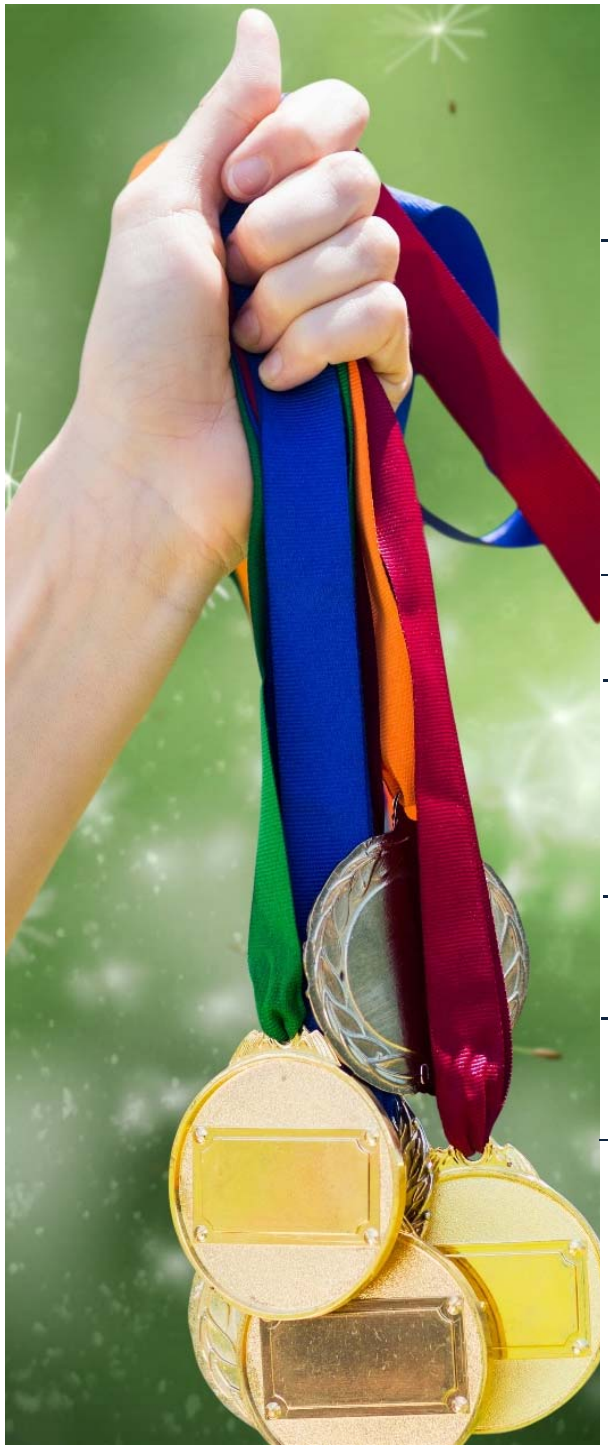
SPECIALIZED IN ECONOMICS, MANAGEMENT, FINANCE, LAW & SOCIAL SCIENCES

- **+ 14,000** STUDENTS PER YEAR
- **9** BACHELOR PROGRAMS
- **12** MASTERS OF SCIENCE
- **7** PRE-EXPERIENCE SPECIALIZED MASTERS
- **5** PH.D. PROGRAMS
- **+ 350** CORE FACULTY
- **600** STAFF

SDA Bocconi School of Management — ESTABLISHED IN 1971

- **+ 3,000** PARTICIPANTS IN OPEN EXECUTIVE PROGRAMS
- **700** PARTICIPANTS IN MASTER PROGRAMS FROM **70+** COUNTRIES
- MOOCS ACTIVITY REACHING MORE THAN **70.000** PARTICIPANTS TECHNOLOGICALLY ADVANCED LEARNING SOLUTIONS ON & OFF CAMPUS
- **250** CORE FACULTY
- **100** STAFF

100,000 ALUMNI IN over **101** COUNTRIES



SDA BOCCONI INTERNATIONAL RANKINGS

FT FINANCIAL TIMES

#6 BS in Europe - European B-Schools Rankings 2018
#9 MBA in Europe, **#29** MBA Worldwide - Global MBA Rankings 2018
#4 Worldwide - Custom Education Rankings 2019
#7 BS in Europe, **#9** Worldwide - Executive Education combined Rankings 2019
#7 BS in Europe – Master in Finance Pre-Experience 2018
#6 BS in Europe – Master in Management 2018

Bloomberg Businessweek

#5 Best International Business Schools Rankings 2018 (Non US MBA Programs)

Forbes

#5 MBA Program outside US - Forbes 2018

The Economist Which MBA?

#5 MBA in Europe, **#24** MBA Worldwide - Full-Time MBA Ranking 2018

TRIPLE CROWN TO SDA BOCCONI
AACSB 2011 – EQUIS 1998 – AMBA 1992
A select 76 out of 10.000 Business Schools Worldwide hold the triple accreditation

SDA Bocconi

BOCCONI ALUMNI

100,000 alumni who live and work in more than **101** countries and have completed a degree at Bocconi

over **11,000** of whom are from SDA Bocconi Master Program - along with Graduate, PhD and Master Students.

The Association aims to spread the value a shared experience and culture, strengthening the ties among Alumni.

Bocconi ALUMNI

SDA BOCCONI ACTIVITIES

SDA Bocconi

SDA Bocconi portfolio

OPEN EXECUTIVE
PROGRAMS

MBA AND **SPECIALIZED**
MASTER PROGRAMS

CUSTOM EXECUTIVE
PROJECTS

PRACTICE-ORIENTED
RESEARCH AND LABS

SDA BOCCONI MBA &
MASTER PROGRAMS

SDA Bocconi

MBA & Master Programs

	DELIVERED IN ENGLISH	DELIVERED IN ITALIAN
MBA	**Full-Time MBA**	
EXECUTIVE MBA	**Global Executive MBA**	**Executive MBA** **Executive MBA Week-End**
MASTERS	**MPA -** Master of Public Administration **MAFED -** Master in Fashion, Experience and Design Management **MIHMEP -** Master of International Health Care Management Economics and Policy **MCF -** Master in Corporate Finance **MFB -** Master of Management in Food & Beverage **MAMA -** Master in Arts Management and Administration	**MiMS -** Master in Management per la Sanità **MISA -** Master in Strategia Aziendale
EXECUTIVE SPECIALIZED MASTERS	**EMMS -** Executive Master in Marketing and Sales **EMiLUX** - Executive Master in Luxury Management **EMMIO** - Executive Master in Management of International Organizations	**EMMAS -** Executive Master in Management delle Aziende Sanitarie e Socio-Assistenziali **EMF -** Executive Master in Finance **EMMAP -** Executive Master in Management delle Amministrazioni Pubbliche

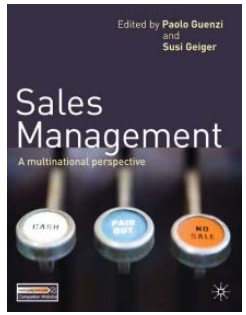
Bocconi on sales topics

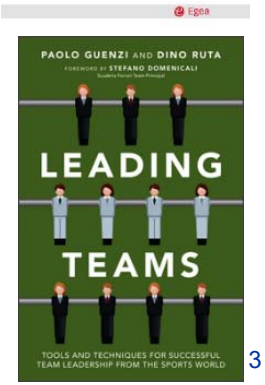
+ 20 Years of activity

+ 100 Companies involved in customized projects

+ 100 Publications on sales topic

+ 2800 Sales managers involved in training programs





SDA Bocconi

Bocconi on sales topics

- **Undergraduate courses**: 1 on *Sales Management* and *Personal Selling*

- **Graduate courses**: 1 program on *Sales Management* - 1 on Key *Account Management*

- **Executive Open Programs** (7 online/face to face):
  - 2 Sales Management
  - 1 Area Management
  - 1 Sales Excellence
  - 2 Key Account Management
  - 1 Sales Planning

  - 2 Personal selling (online)

- **Executive Master Programs** Master in Marketing & Sales, Master in Fashion, Master in Food & Beverage, MBAs (Fulltime, Part time, Global)

- **Custom Programs**

ESADE
Business School

SDA Bocconi
School of Management

www.sdabocconi.it/emms

GET MORE JUICE FROM YOUR TALENT

EXECUTIVE MASTER IN MARKETING & SALES
EMMS

13 MONTHS PART-TIME | 2020-2021

BARCELONA, MADRID | SPAIN

MILANO | ITALY

14 Research Labs in SDA. 1 is fully focused on sales topics

SDA Bocconi School of Management | CEL Commercial Excellence Lab

www.sdabocconi.it/cel

Partners

Last researches

3 research projects on *perceptions about sales jobs*

1 research project on *models of sales transformation*

1 research project on managing the *digital transformation of sales units*

2 research projects on *technology adoption in sales forces and sales enablement*

Marco Aurelio Sisti is Professor at SDA Bocconi School of Management and Bocconi University where teaches Marketing, Sales Management and Key Account Management. He has been teaching in international masters of Universidad Autonoma de Barcelona and Esade (Spain) and has been visiting professor at the University of Kuopio in Finland and F. Santamaria in Chile. Prof. Sisti is Director of EMMS the international Executive Master in Marketing & Sales of SDA Bocconi in partnership with ESADE Business School. He is responsible for several executive international and national executive programs, open and customs. Former Director of the international Channel & Retail Management Academy he has recently co-founded the Commercial Excellence Lab (www.sdabocconi.it/CEL), an innovative research center on sales & marketing developed in collaboration with leading international companies. His main interests in research, publications and teaching are in marketing management, sales force and key account management, relationship selling, value management, retail management, customer value & loyalty. Prof. Sisti has a long experience in business consulting in several industries like for example Industrial manufacturing, telecommunications and public utilities, IT services, health care, fashion and design.

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Commercial Excellence Lab SDA Bocconi*: www.sdabocconi.it/CEL*