

DESIGNED FOR YOUR WORLD

SDA Bocconi
SCHOOL OF MANAGEMENT

SDA BOCCONI SCHOOL OF MANAGEMENT
digital seminars cycle for GNAM network schools

“Italian Excellence and Luxury. How to lead business transformation in a post-pandemic world”

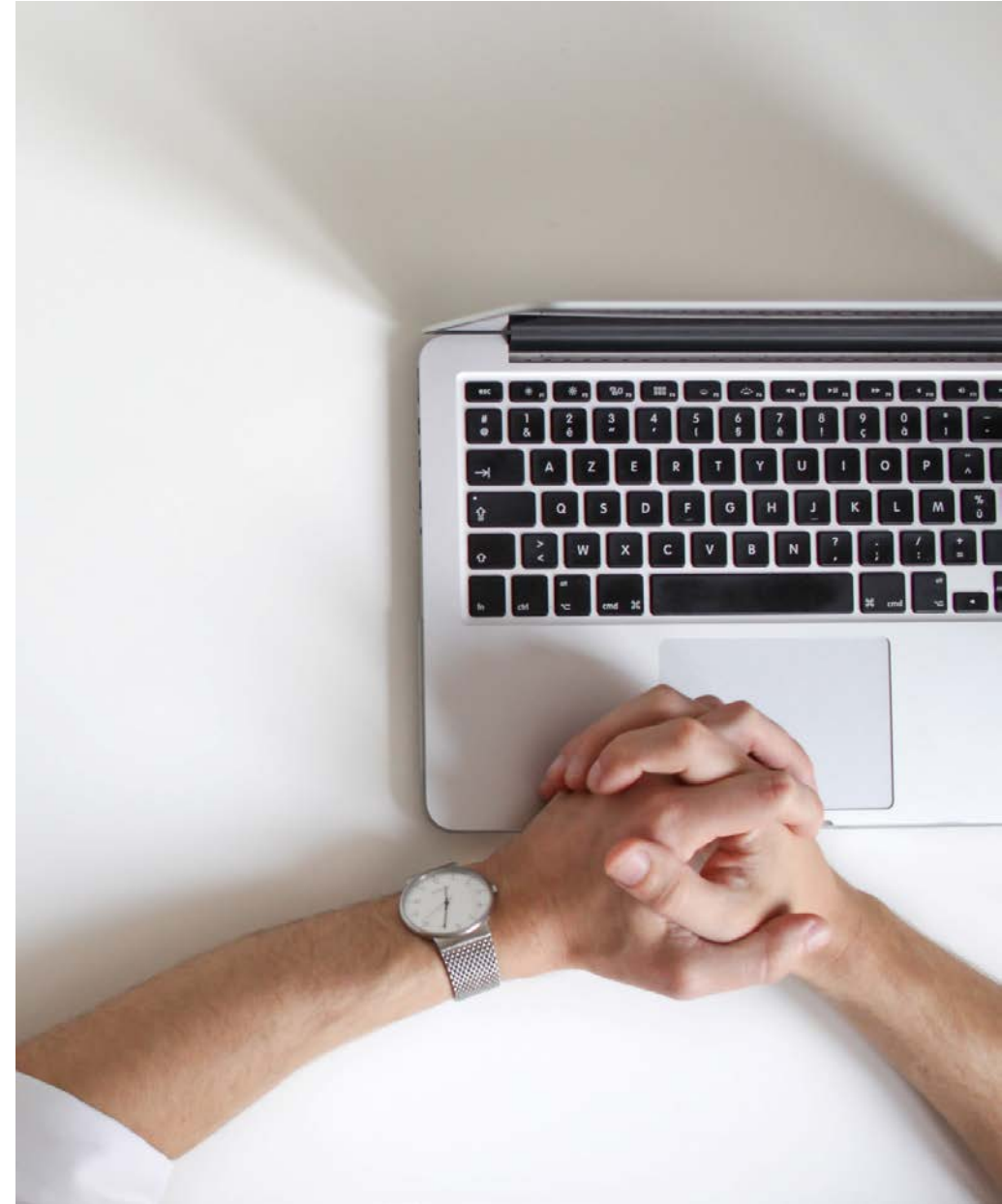
18-22 OCTOBER 2021

Leading business transformation in a post-pandemic uncertain world

digital seminars cycle for GNAM network schools

- TO NETWORK
- TO APPLY KNOWLEDGE
- TO MOTIVATE TO SEARCH FOR NEW SOLUTIONS

OBJECTIVES



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Dear MBA participants,

We started preparing this cycle of online workshops as Covid19-hit Europe started its path towards the recovery.

Our world has changed with the pandemic, and many managers and entrepreneurs once again showed their ability to face unforeseen challenges and to reinvent the business models of their firms.

We are strongly convinced that in the modern «new normal» business context, MBA and EMBA students have to learn to think as entrepreneurs, regardless of their future career choices, balancing a creative vision with a solid managerial decision-making tools.

This program was designed for you, MBA participants of GNAM network schools, to motivate you in embracing this entrepreneurial mindset, to boost your creativity and problem-solving skills by discussing the best-practices implemented by successful Italian and European businesses, in their home markets and abroad.

During our online seminars we will work together to make sense out of the current situation, to reflect about the future business models, to fine-tune your decision-making skills, to inspire you by dynamic responses of businesses in Italy and around the world to this new competitive context.

You are looking forward to virtually meeting you!



- What are European and global business and economic scenarios?

Analysing Italian experience:

- How to build strategies under uncertainty by applying scenario planning?
- How to differentiate from competitors?
- How to communicate effectively and to organize sales with omnichannel strategy?
- How to align operations to strategy?
- Competing in luxury: lessons learnt for other industries
- What are Italian firms' responses to the consequences of current pandemic?

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Our program will consist of:

- 1) “Pre-work” activities for each day: pre-recorded sessions and a few pre-readings
- 2) Live interactive online seminars (scheduled at 2-5PM CET)
- 3) Your work **in virtual small groups (groups A)** on an assignment (**scenario planning exercise, due on October 21, 11.59 pm**)
- 4) Your work **in virtual small groups (groups B)** on a learning journal (**due on October 22, 11.59 pm**)
- 5) Our written feedback to your assignments

We are looking forward to working with you!

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ATTENDANCE

The attendance to live digital seminars is obligatory, though we understand that unforeseen work or family obligations in this challenging period may create difficulties for you to participate.

All sessions by SDA Bocconi faculty will be recorded and posted online within a few hours after the session end.

Groups assignments: small groups will need to self-organize their work on assignments. We created a dedicated space for elearning for each group.

We will form small groups (assuring that you have a chance to interact with students from other schools) and we will provide a «virtual» space for your meetings.

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CERTIFICATE AND GRADING

- 1) All assignments will be graded as pass/fail. You will be awarded a course certificate in case all your assignments are “pass”.
- 2) To “pass” group assignments you will need to show your minimum ability to apply concepts discussed in class to real cases and situations
- 3) To obtain a “pass” for your “learning journal” your group will need to synthetically describe at least one “lesson learnt”/”aha moment” for each live class.
- 4) For all assignments you will be provided qualitative feedback that we will send you together with your attendance certificate

COURSE MATERIALS

All course materials will be posted via SDA Bocconi learning platform. You will be provided your personal ID to access the platform.

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October, 18
Macroeconomic context



October, 19
Decisions under uncertainty and omnichannel strategy during COVID19



October 20
Aligning operations to strategy: responses to COVID19



October 21
Operations in food and food service industries: responses to COVID19



October 22
Italian and global luxury industry: responses to COVID19

RECORDED SESSIONS

SESSION1. Introduction to the Italian and European macroeconomic, culture and business context

SESSION2. The structure of the Italian economy: macroeconomic and political background.

SESSION 1. Small business survival in COVID19: A GUEST SPEAKER, owner of a small winery in Italy

SESSION 2. Decision-making under uncertainty: scenario planning. Introduction to scenario planning assignment (in small groups)

SESSION 1. Managing operations during pandemic/in post-covid19 world

SESSION 1. The role of operations in designing and implementing premium or luxury strategies in the food industry.

SESSION 1. Responses of fashion, luxury and experience industries to covid19 emergency: Italian and international experience.

work in small teams on assignments

LIVE INTERACTIVE SESSIONS AND WORKSHOPS, 2 PM – 5.00 PM (CET)*

Italian and European macroeconomic, culture and business context: consequences of COVID 19

How to communicate effectively and organize sales across channels and touchpoints? A GUEST SPEAKER (eyewear)

Aligning operations to strategy during COVID19: strategic alternatives and decisions by Made-In-Italy firms. Discussion of case studies and best practices.

Dealing with COVID19 emergency in the food and food service industry: A GUEST SPEAKER SESSION

Value creation in luxury industries: A GUEST SPEAKER SESSION

A GUEST SPEAKER on management of operations during pandemic

*Also live sessions will be recorded for those participants who cannot attend

HOW TO GET THE BEST OUT OF THIS WEEK

- Network with faculty and your virtual classmates!
- Stay in touch with us:
 - olga.annushkina@sdabocconi.it - course content, assignments, comments, questions
 - serena.camerota@sdabocconi.it - access to e-learning, assignment submissions, attendance, composition of teams
- Stay in touch with your classmates and groupmates (Groups "A.." and Groups "B..")
- Listen to recorded sessions in advance to live sessions
- Focus & avoid multitasking
- Make breaks, stay healthy and reward yourself on your advancements with assignments!
- Let us know about your difficulties at any time

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