



ROME BUSINESS SCHOOL

Better Managers for a Better World



MEMBER

- 12 MONTHS
- START ANYTIME
- ON CAMPUS OR ONLINE



1-YEAR MBA | Master of Business Administration

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Accreditation



Italian Ministry of Education, University and Research

The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.



Italian Republic and Chamber of Commerce

The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver: "Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".



European Union

The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.



ISO 9001:2008

The Rome Business School has obtained the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.



ASFOR

The Rome Business School is officially registered as a member of ASFOR. ASFOR is the Italian Association for Management Training, was founded in 1971 and, since then, its primary purpose has been to develop the Italian managerial culture and adapt it, by improving it, to the constant global social and economic changes.



European Council of Business Education

The Rome Business School is officially registered as a member of the European Council of Business Education. ECBE is an international not-for-profit educational organisation, committed to develop innovative programmes which will help students to develop the skills, knowledge and experience to succeed in today's dynamic global economy.



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Short-term investment, life-long return, on your schedule.

Compared to a traditional two-year programme, the Rome Business School's 1-Year MBA provides a faster return on investment. It can be started anytime, either on campus or online (or both), offering the unique opportunity of fitting today's professionals' need for freedom and flexibility.

The programme is structured to enable you to continue to work full-time and study for your MBA part-time, connecting what you learn to current global and relevant organisational issues. This is ideal if you are unable to take significant time out of work to study and want greater flexibility over how, when and where you achieve your MBA qualification.



Benefits of the 1-year MBA Program

- Start whenever you want, anytime during the year
- Designed for busy professionals wishing to combine work and study
- One-year duration
- Choose to attend lectures either on campus or online – or even both
- A global perspective, thanks to the four Double MBA options available in three different continents, even live online
- Small and International classes
- 2 International Study tours, in Paris and Barcelona
- Individualized management coursework
- Lectures are held fortnightly, on Friday and Saturday
- Partial scholarships available



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Testimonials



Katia Ingegneri (Italy)

The Rome Business School is not just a school but a big family, the care shown by the staff members and their willingness to help helped me have a good experience. Following the lectures and doing class presentations gave me confidence; I am now able to face a professional environment. This master course has given me the tools I needed to equip myself and start my journey to success



Sofia Anna Maria Caira (Belgium)

My experience has been really interesting; from the excellence of the classes to the quality of the teachers and of all those who work and collaborate in the school. It is a very, very interesting environment in which you can develop all the skills you need to succeed in your life.



Elzubair Khalid H.H. Salih (Sudan)

It was not only a series of academic lectures; it was a mix, I could say an all-in-one training cycle. A fantastic experience. The teaching and the professors, as well as the administration staff members, were very nice. I'm proud to have graduated from the Rome Business School!



Bobby Jacobs (India)

When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.



Nikole Kirsten (Denmark)

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in.

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career.



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Target Recipients

Our 1-year MBA course is aimed at all those who wish to acquire the skills and knowledge that will enable them to operate as general managers. Our 1-year MBA is designed for full-time working individuals. Courses are offered fortnightly, on Friday afternoons and all day on Saturdays, allowing students to complete the programme without interrupting their careers or excessively disrupting their personal lives.

Students interested in taking part this MBA are typically:

- professionals interested in pursuing careers in general management, either in not-for-profit or for-profit businesses or as entrepreneurs or managers;
- professionals with specialist backgrounds who wish to acquire general management experience to progress in their careers;
- graduates with at least two years of relevant

work experience who wish to consolidate their managerial knowledge;

- entrepreneurs who wish to develop their skills and competences to make their businesses grow internationally..

Professional Outlets

On completion of this MBA, you will have acquired the skills to be able to work – among other profiles – as:

- Chief Executive Officer
- General Manager
- Project Manager
- Business Development Manager
- Human Resources Manager
- Marketing Manager
- Strategy Manager
- Finance Manager
- Management Consultant





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General Learning Structure

← 10 months → 2 months →



CORE COURSES
Accounting
Entrepreneurship and Creativity
Financial Management
Project Management
Marketing Management
Human Resources Management
Strategic Management
Managerial Economics

INTERNATIONAL IMPACT
Lectures from international partners
International Study Seminars
Multicultural environment

INNOVATION AND CREATIVITY PROGRAM
Art Exhibitions
Conferences
Concerts
Movies

SPECIALIZATIONS
Finance
Human Resources Management
International Business
Marketing
Accounting
Double MBA

CAREER SERVICE
Internship opportunities
Networking meetings
CV review and distribution
Support in the management of job interviews
A personalised search and flagging service for the best job opportunities.



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Course Contents

The MBA is structured as a collection of **ten courses** and a **final project work/final dissertation**.

Eight courses are core courses and two are electives, leading to specializations.

CORE COURSES

1. Accounting
2. Entrepreneurship and Creativity
3. Financial Management
4. Project Management
5. Marketing Management
6. Human Resources Management
7. Strategic Management
8. Managerial Economics

SPECIALIZATIONS

- MBA with a specialization in Marketing
- MBA with a specialization in Finance
- MBA with a specialization in International Business
- MBA with a specialization in Human Resources Management
- MBA with a specialization in Accounting

MBA with a specialization in Marketing

1. Service Marketing
2. Digital Marketing

MBA with a specialization in Finance

1. Investment Techniques
2. Corporate finance

MBA with a specialization in International Business

1. Cross-cultural communication and management
2. International Trade and Law

MBA with a specialization in Human Resources Management

1. Organizational Behaviour and Change Management
2. Training and Development

MBA with a specialization in Accounting

1. Managerial control systems
2. Auditing and Assurances

COURSE DETAILS

Each course will require a total of **150** hours of learning activity. These will be made up of **30** contact hours and **120** hours of directed learning activities, assessment preparation, self study, company visits and distance tutorials.



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CORE COURSES

MANAGERIAL ECONOMICS

The course aims at helping participants to think like economists. To this end, participants will learn the main formulas, frameworks and tools commonly applied in the field of micro and macroeconomics. The topics covered are: demand and supply theory, market structure, production, cost and revenue analysis, inflation, unemployment, fiscal and monetary policy, international trade and finance, economic growth.

ENTREPRENEURSHIP AND CREATIVITY

The focus of this course is on understanding how entrepreneurs create economic and social value by tapping into opportunities. In addition, the course explores entrepreneurial approaches related to how managers act when confronted with complex problems and emerging opportunity situations. In that sense, entrepreneurs provide a useful model for all managers including those of multinational corporations.

ACCOUNTING

The course provides the basic knowledge on the use of accounting and financial information systems for decision making. The module is based on International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS).

PROJECT MANAGEMENT

The course is aimed at providing participants with the knowledge of the various project planning and control techniques. Participants will be able to plan, make estimates, set up a project grid to manage scheduling, calculate project costs, check project progress through the Earned Value Management technique, identify and manage risks, apply quality management techniques.

FINANCIAL MANAGEMENT

The course offers the necessary knowledge to evaluate major strategic corporate and investment decisions and to understand capital markets and institutions from a financial perspective, as well as an integrated framework for value-based financial management and individual financial decision-making.





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MARKETING MANAGEMENT

The module will equip participants with the analytical tools that will help them in the task of marketing decision-making. In addition, the course will enable participants to understand marketing as a managerial activity and its relationship with other management functions (operations, logistics, strategy, finance, etc.)

STRATEGIC MANAGEMENT

The course provides an introduction to the theory and practice of international strategic management, from strategic vision to actions. The course aims at familiarizing participants with the paradox of globalisation and localisation perspectives, an issue typical of European countries, characterized by a culturally, socially and politically complex market of vast proportions.

HUMAN RESOURCES MANAGEMENT

This course will provide participants with a good understanding of how HRM can be a strategic function present in almost all corporate strategy implementation plans. Traditional phases like selection, recruiting, training or practices such as performance appraisals will be reviewed in order to give participants a good idea of operational HR as well as of the strategic approaches employed by managers today.





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ELECTIVES

FINANCE AREA

INVESTMENT TECHNIQUES AND FINANCIAL MARKETS

The module will review how decisions are made by institutional (banks, insurance companies, etc.) and individual investors (families). In this sense, tax, portfolio management and goal setting issues will be reviewed and further analysed by means of cases and exercises.

CORPORATE FINANCE

The module instills the notion of capital budgeting in participants; namely, the analysis of cash flows, risk, and the financial aspects involved in project evaluations. Other important topics covered are debt vs. equity financing and corporate valuation models.

HUMAN RESOURCES MANAGEMENT

ORGANIZATIONAL BEHAVIOUR AND CHANGE MANAGEMENT

Through this course participants will understand the dynamic nature of modern organizations and the complex issue of change within them from the perspective of culture. Culture is arguably an element of strategic stability in organizations, yet one which can play a role as an engine towards corporate change if used properly.

TRAINING AND DEVELOPMENT

The course will provide participants with the knowledge and skills required to deliver effective learning and development activities for one-to-one, small group and large group sessions. Participants will review adult learning principles and the learning cycle, with the main focus on the importance of creating and maintaining a positive learning environment and the knowledge and skills required for the actual delivery of an activity or session.

ACCOUNTING

MANAGERIAL CONTROL SYSTEMS

This module explains the systems both formal and informal that help direct a business to compare the goals and strategy of business to actual outcomes. It includes the understanding and creation of control systems to measure the functions of a business.

AUDITING AND ASSURANCES

This course explains the audit approach used by professionals especially since the demands of *sarbanes-oxley* which has affected business worldwide. The module emphasizes understanding the business and the industry and then assessing the business risk and how management can control those risks. The course also concentrates on the personal skills that an auditor must develop such as judgement.

INTERNATIONAL BUSINESS

CROSS-CULTURAL COMMUNICATION AND MANAGEMENT

Cross-cultural communication has become strategically crucial to companies due to the growth of global business, technology and the Internet. Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business. This type of communication involves an understanding of how people from different cultures speak, communicate and perceive the world around them.

Cross-cultural communication in an organization deals with understanding different business customs, beliefs and communication strategies. Language differences, high-context vs. low-context cultures, nonverbal differences and power distance are major factors that can affect cross-cultural communication.



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INTERNATIONAL TRADE AND LAW

The module looks at the various Preferential Trade Agreement types and other trade instruments used to increase or curb trade. Participants will learn to assess the economic and social values of different trade policies as well as the main trade theories to help explain phenomena like price discrimination, factor price equalization, etc.

MARKETING

SERVICE MARKETING

The ultimate objective of the module is to introduce participants to the strategies and techniques of marketing services to customers and prospects. It intends to help participants appreciate the essential elements that differentiate service marketing activities from traditional product ones. In that sense, marketing issues extend beyond marketing itself and encompass fields such as operations and human resources in a holistic view.

DIGITAL MARKETING

This course explores the aspects of the new digital marketing environment, providing students with a comprehensive overview of this field by introducing key-concepts, and including topics such as digital marketing analytics, and social media marketing. Students will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of tools to create, distribute, promote and build positive and relevant experiences across all channels.





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International Impact – Double MBA

To provide its attendees with an international level training and professional opportunities, the Rome Business School's MBA includes the opportunity of getting a double MBA with the following partners:



Kiev
Ukraine



Rostov
Russia



To further provide MBA aspirants with more choices for a top-notch education, we have partnered with reputable business schools in the Ukraine and Russia, leveraging on their respective strengths to offer the Double MBA program.

INTERNATIONAL STUDY TOURS INCLUDED – PARIS AND BARCELONA

The Rome Business School offers you the possibility to add to your Rome class studies extra lectures in the heart of two of the leading economic cities in Europe and in the world, Paris and Barcelona.

A MULTICULTURAL ENVIRONMENT

The Rome Business School values intercultural exchange as a source of personal and professional development. Students from all continents regularly attend its courses.



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Career Service

Attending the Rome Business School's MBA entitles you to:

- **Opportunities for international internships** at leading companies and organizations;
- The inclusion of your CV in the Rome Business School's database and its **distribution to businesses, organizations and head hunters** belonging to the Rome Business School's international network;
- **A free CV review;**
- Support in the management of **job interviews;**
- **Networking meetings** with international managers, professionals and business owners;
- A personalised search and flagging service for the best **job opportunities.**

World Class Teachers

The MBA faculty is made up of highly selected international university professors, trainers and business managers, drawn from a variety of operational and professional fields and thus able to bring to the table a rich array of up-to-date experiences and competencies.

The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies truly useful for the attendees' professional development.

Tutoring

For both the on-campus and the distance learning formula, attendees can always count on the assistance of a tutor for any clarifications they may require and for the completion of the tests.



Learning Materials

Students registered for the MBA will be issued with a wealth of learning materials, including: slides, text books, case studies, articles, videos and useful internet links.

Registering In The Rome Business School's Alumni Association

Attendance in the MBA course entitles to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences and projects. Many facilitations are also available for attending further training courses.

Diploma

At the end of the course, attendees will be issued with the official diploma of the Master of Business Administration.



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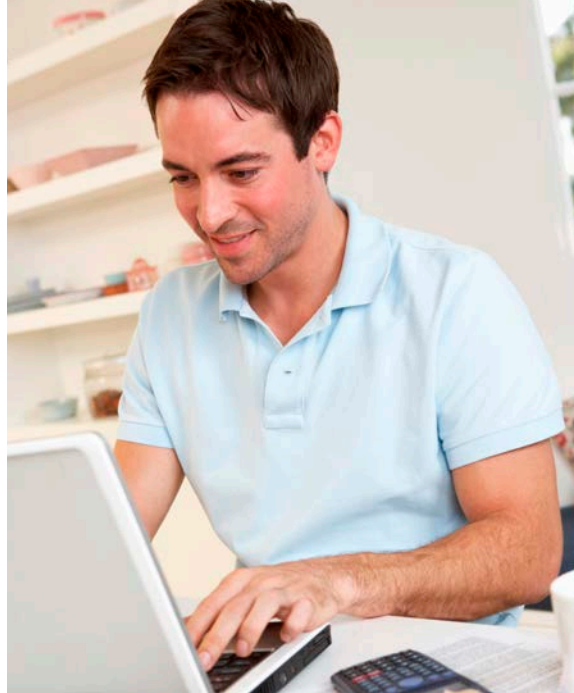
Attendance formulas

This course may be attended in the following formulas:



ON CAMPUS

at the Rome Business School Rome headquarters.



DISTANCE LEARNING

through a cutting edge e-learning platform with live lectures and a great teacher-student interaction.





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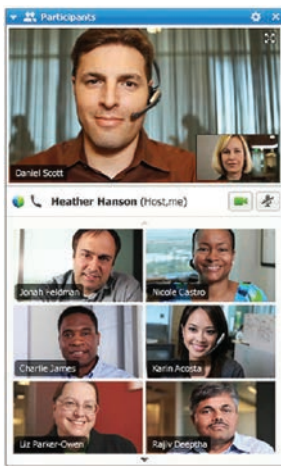
Distance Learning with LIVE lectures

Innovative managerial training... live!

You will be able to attend the live lectures from the comfort of your home or anywhere you may choose, with the same learning effectiveness of the on-campus lectures.

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- Follow lectures with full video and audio
- Interact in real time in audio and video with the teacher and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want to



What will you need?

To get the most out of our lectures, you will need:

- A PC or mobile device with an internet connection
- An audio connection through PC or headphones/microphone
- A webcam (optional)

Excellent learning materials

- We will supply you with all the course's learning materials as for the on-campus option (books, text books, etc), and you will be able to study and exercise from the comfort of your own home, at your own pace.

A personal tutor at your disposal

- Besides the learning materials, you will benefit from the constant support of a Rome Business School tutor. The tutor will follow you through the whole course, will check your exercises and will be constantly at your disposal for any clarification and amplification.

Possibility of attending on-campus lectures

- Should you wish to, you are given the possibility to attend some of the on-campus course lectures, arranging your visit with our secretary's office in order to best suit your needs.

Learning assessment

- For each of the learning modules, you will be given a written evaluation in order to monitor your learning progress.

A forum dedicated to the sharing of experiences between students

- Through our dedicated online forum, you will be able to communicate and share experiences and ideas with other attendees of the MBA.

The same qualifications and certification as the on-campus course

- The distance learning option MBA course entitles you to the same qualifications and career service as the on-campus course option.



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Course language

The Rome Business School's MBA is taught in English.

Entry requirements

All applicants must:

- at least hold a three-year degree
- have two years of relevant professional experience
- be fluent in the English language

Please note: in order to ensure a high quality training course, classes consist of a limited number of attendees (for both the on-campus and online options).

Application process

Fill out your online application form at <http://romebusinessschool.it/en/admission-mba/>

or Email your application to info@romebusinessschool.it

This should include:

- your curriculum vitae
- a motivational letter indicating why you wish to enrol, your expectations and your professional objectives (no more than 200 words)
- your university transcripts,
- a copy of your Passport/ID
- any IELTS, TOEFL or similar certificates of proficiency in the English language (not compulsory)

Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required. Complete applications will then be considered by the Academic Selection Committee.

Interview (either in person or online)

All candidates selected by the academic selection committee must interview with a member of the Admission team, either in person or online via Skype/Webex.

Application outcome

We will notify you informally by email of your application outcome, and you will receive either an official offer notification with information on any outstanding conditions to complete, or an official rejection notification within one week.





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When to apply

The deadline

- For International Students : 45 days before start
- For European students : 30 days before start.

Admission decisions will be made on an ongoing basis as applications are received.

Participation fee

The participation fee for the 1-Year MBA Program is **€15,000.00**

The tuition fee covers teaching fees, all academic material, the social programme and the integrative cultural programme. The tuition fee does not include transportation, accommodation and meals.

The Rome Business School, however, provide complete support in the accommodation research based on students' budget and preferences.

Payment Structure

The tuition fee can be paid:

A) in advance, benefiting from a 10% discount

B) in four instalments with the following deadlines

- On Admission
- After 3 months
- After 3 months
- After 3 months

CONTACTS

Rome Business School

Via degli Scialoja 18, 00196 Rome, Italy

Email: For general inquiry: info@romebusinessschool.it

For admissions: admissions@romebusinessschool.it

Tel.: +39 (0)6 40044672

Fax.: +39 (0)6 96708812

Website: www.RomeBusinessSchool.it

Facebook: www.facebook.com/RomeBusinessSchool





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Partners, Clients and Companies Involved



Save the Children

BVLGARI



Johnson & Johnson



Il Messaggero



Renato Balestra



PosteVita



autostrade//per l'italia



United Nations
World Food
Programme



Mercedes-Benz



novo nordisk®



1-YEAR MBA | Master of Business Administration

Registration Form

To be faxed to +39 (0)6 96708812 or emailed to info@romebusinessschool.it

Course Title

Place and Date of Commencement

Participant: Surname Name

Address..... City.....

State..... Zip..... Country

Phone..... Fax Email

Qualification: Student Entrepreneur Manager Professional Freelancer Other

Only for registration as an employee:

Company billing information:

Company name

Address City.....

State..... Zip..... Country

VAT..... Tax Code

Point of Contact:

Surname Name.....

Phone Fax Email

PAYMENT (to be made at the time of enrollment)

Payment of Euro made by Bank transfer:

Bank account holder: Rome Business School
IBAN: IT15W0200805219000102125005
BIC/SWIFT: UNCRITM178L
Bank account number: 102125005
Bank name: UNICREDIT SpA
Bank address: Piazza Gimma, 14 - 00199 Roma, Italia

Promotional Code
(if available):
.....

CONTRACT CLAUSES

1 - COMPLETION OF REGISTRATION: Registration is considered complete upon receipt by the Rome Business School of this form, duly filled in and signed for acceptance, along with the payment.

2 - IMPOSSIBILITY TO PARTICIPATE: In case of impossibility to participate in the course, the Rome Business School will be authorized to charge the full amount and retain the amount already paid, subject to the possibility of the participant to enroll in another edition or another course of equal amount.

3 - WITHDRAWAL: In case of withdrawal of the participant from the course once it has already begun, the Rome Business School will be entitled to charge the entire fee and retain the amount already paid; the participant will retain the right to keep the educational materials distributed during the course.

4 - VISA REFUSAL: The tuition fee including any deposit is fully refundable if a student fails to, through no fault of his/her own, secure a visa less € 150 administrative charges. Refunds will not be made if the student is partially or wholly responsible for the visa being refused. For example if the student's visa is refused due to lack of funds, presenting forged documents, he/she will not be eligible for a refund. The student will not be eligible for a refund if student did

not apply for a visa. The applicant immediately inform Rome Business School about the visa refusal and must produce original refusal letter from the Italian Embassy. Processing period of refund will take a minimum of four weeks. Refund request more than six weeks after the visa refusal will not be considered. In line with money laundering laws any fee paid will only be refunded to the person who paid the fee, unless in exceptional cases in which the original payee can give authorization for the money to be deposited into another account. Students' attention is particularly drawn to the fact that where they fail to submit an application for a refund due to visa refusal 15 days prior to the Course Commencement Date, they will not qualify for a refund.

5 - EXCEPTIONAL CIRCUMSTANCES: In all other cases a refund will not be made except in the unlikely event that the programme is cancelled or in exceptional circumstances at the discretion of the school for example, a bereavement involving the student's immediate family.

6 - CHANGE OF PROGRAMME: For didactic and organizational reasons, the Rome Business School reserves the right to postpone scheduled classes and modify the programme and/or replace teachers. Any changes will be promptly communicated to the companies and participants.

7 - LIABILITY OF PARTICIPANTS: Participants in the courses/ Master's Degrees are personally responsible for any damage caused to the classrooms, equipment and other items in the rooms used by the Rome Business School. Participants are also required to abide by the internal regulations (signing registers, using computer equipment, etc.).

8 - PRIVACY: The processing of personal data is carried out by the Data Bank of the Rome Business School in compliance with the provisions of personal data protection laws. Your data will not be disclosed to third parties, and you may at any time request its erasure. Should you not wish to receive further communications about our activities, please tick this box

9 - DISPUTES: In case of any dispute, the Court of Rome shall be competent, to the exclusion of any other Court.

date

Signature (with stamp if company/institution)
.....



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