

Luiss
Business
School

MBA Electives

February 19, 2022



Elective Building Blocks

Prestigious Professionals & Experts enhance the MBA growth in an immersive journey in a dynamic learning environment.



EXPERTS



Networking across industries and managerial function top professionals is key to foster the **MBA Elective cross-competence and best-practice** sharing.

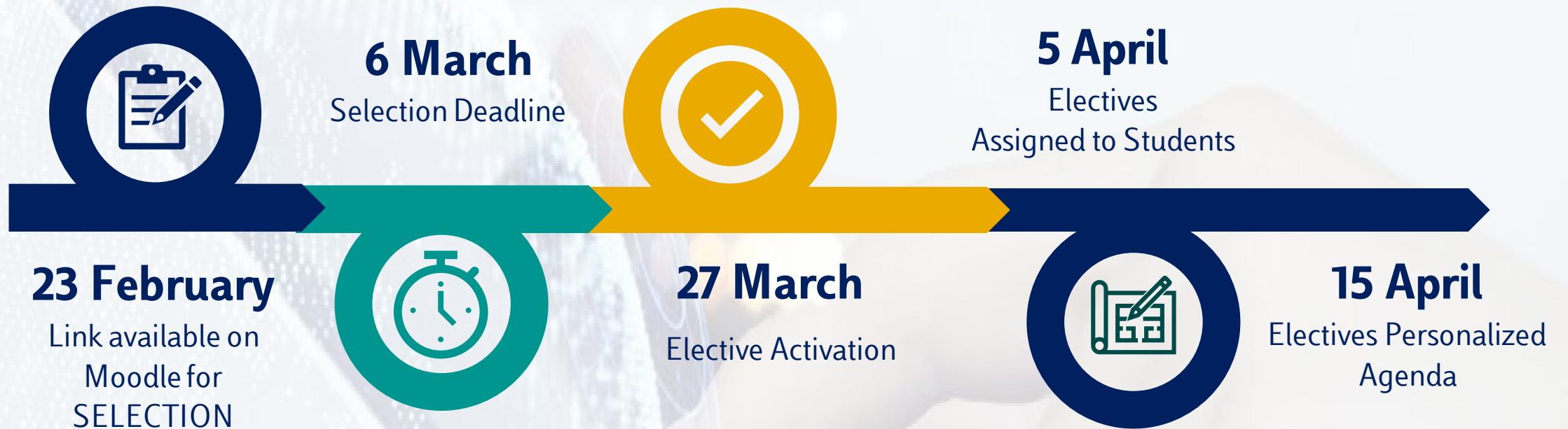
Networking



Conceptual Framework

Trend setting content to enriching the toolbox of **critical knowledge and skills** to face the future challenges.

Selection Timeframe



MBA Electives Portfolio

Industry Focus



Banking



Food & Wine



Creative Industries



Health and Pharmaceutical



Energy



Smart Mobility



Fintech

Functions



Investor Relations



Mergers & Acquisitions



Strategic Tax Management



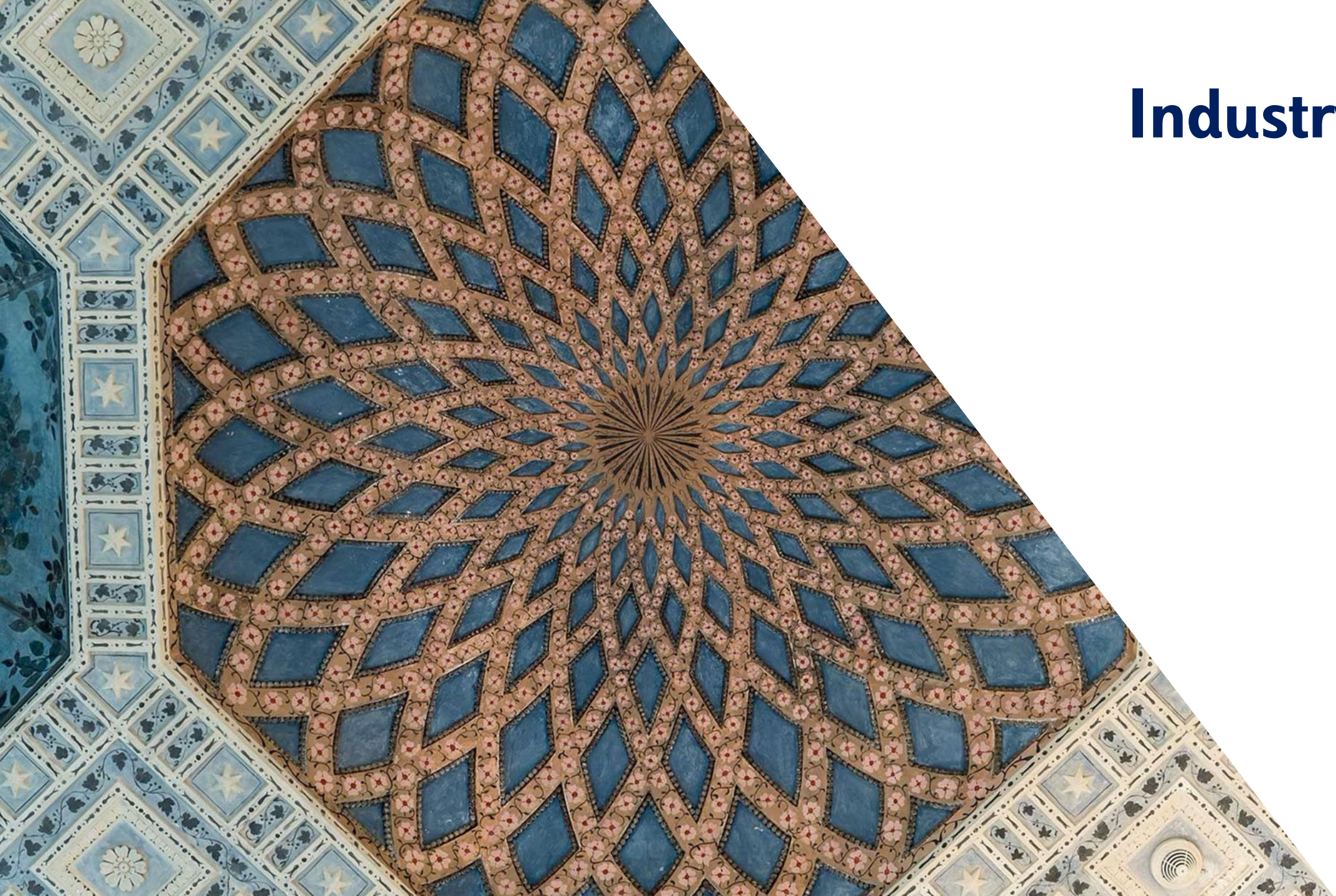
Strategic Decision making for leaders

MBA Electives Experts

| Elective | Professor | Role | Company | Campus |
|--------------------------|------------------------------|--|--|--------|
| Banking | Massimiliano Cattozzi | Executive Director | Intesa Sanpaolo | Milano |
| Creative Industries | Joris Ebbers | Full Prof. Entrepreneurship & Innovation | Luiss Business school | Roma |
| Energy | Lamberto Dolci | Senior Vice President Marketing | ENI | Milano |
| Fintech | Silvio Fraternali | Chief Executive Officer | Banca 5 S.p.A, Gruppo Intesa Sanpaolo | Roma |
| Health & Pharmaceuticals | Gianluca Ansalone | Head of Public Affairs & Sustainability | Novartis | Roma |
| Investor Relations | Gabriele Giordani | Head of Strategic Planning | SNAM | Milano |

| Elective | Professor | Role | Company | Campus |
|---------------------------------------|-------------------------|---------------------------------------|--|--------|
| Smart Mobility | Fabio Pressi | Chief Executive Officer | A2A E-Mobility | Roma |
| Food & Wine | Sara Baroni | Founder | Officina Strategia | Milano |
| Mergers & Acquisitions | Alessandra Genco | Chief Financial Officer | Leonardo | Roma |
| Strategic Decision making for leaders | Alberto Feduzi | Senior Faculty in Management Practice | Cambridge Judge Business School | Roma |
| Strategic Tax Management | Andrea Silvestri | International Tax Lawyer. | BonelliErede | Roma |

Industry Focus



Banking

Massimiliano Cattozzi

Head of Direzione Agribusiness, Divisione Banca dei Territori - Executive Director, Intesa Sanpaolo



Banking

Massimiliano Cattozzi

Head of Direzione Agribusiness, Divisione Banca dei Territori - Executive Director at Intesa Sanpaolo

Objective

The main objective of this course is to provide students with an overall and high-level understanding of the main business drivers, functions and law constraints that represent the pillars of such relevant regulated and supervised industry.

Content

- The market structure, including the main banking drivers as well as the main organizational pillars pertaining to the general business model (eg. Markets, Main Products, Organization);
- The incoming main industry challenges, including technology transition and consumer behaviors (eg. eg. Relevant Macroeconomic Trends, Smart Analytic Impacts, Retail and SME Existing Development Drivers);
- Some real products and initiatives taken by major players to tackle with such challenges – on unnamed basis (Smart Lending, Financial Restructuring);
- Indicative approach to the international business development in a real global industry (eg. Main Drivers and Rationales).

DATE: 8, July, 2022

TIME: 18.00 – 20.00

DATE: 9 July, 2022

TIME: 14.00 – 18.00

DATE: 23 July, 2022

TIME: 14.00 – 18.00

MODALITY: Hybrid

CAMPUS: LBS Milan



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Creative Industries

Joris Ebbers

Full Professor Entrepreneurship and Innovation,
Luiss BS





Creative Industries

Joris Ebbers

Full Professor Entrepreneurship and Innovation

Objective

- Knowledge and understanding of key business theories, models and debates in the field of creative industries;
- An understanding of what makes creative industries different from “regular” industries from a business perspective;
- The ability to critically assess the theories and models and apply them to business cases in different types of creative industries.

Content

- Creative industries products (such as films, music, books and video games) create substantial economic value.
- Studying creative industries from a business strategy perspective will generate valuable insights for other industries because of its extreme industry dynamics.
- Creative industries have played a pioneering role in several respects, including digital distribution and digital marketing
- Products emanating from creative industries play an important role in identification. Their production and consumption is strongly interrelated with social, cultural and political dynamics.

DATE: 25 June, 2022

TIME: 9:00 – 13:00

DATE: 1 July 2022

TIME : 16:00 – 19:00

DATE: 2 July, 2022

TIME : 9:00 – 13:00

MODALITY: Hybrid

CAMPUS: LBS Rome

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Energy

Lamberto Dolci

Senior Vice President Marketing, ENI





Energy Lamberto Dolci

Senior Vice President Marketing, ENI

Objective

- At the end of the course the students should be able to explain which are the main elements that influence the Energy Demand.
- They will be able to list the main world organizations working on energy issue at a global level and to demonstrate the relationship between fossil fuels prices and the renewable energies development.
- The students should demonstrate the right elements of a national energy plan, considering the right balance between prices, investments, technologies, incentives and taxes.
- They will be able to better analyse articles and papers on these subjects.
- Finally they should understand the main geopolitical drivers connected to Energy Supply.

Content

- a) energy demand increase following the International Energy Agency forecasts;
- b) primary energy sources in pillars;
- c) interaction between energy sources and geo-political main issue; d) interaction between oil&gas prices and renewable energy sources
- The course is now taking in consideration the main relationships between Covid19 and Energy Markets, both in the short and long term

DATE: 9 July, 2022
HOURS: 11:00 – 13:00

DATE: 29 July, 2022
HOURS: 14:00 – 18:00

DATE: 30 July, 2022
HOURS: 9:00 – 13:00

MODALITY: Hybrid

CAMPUS: LBS Milan

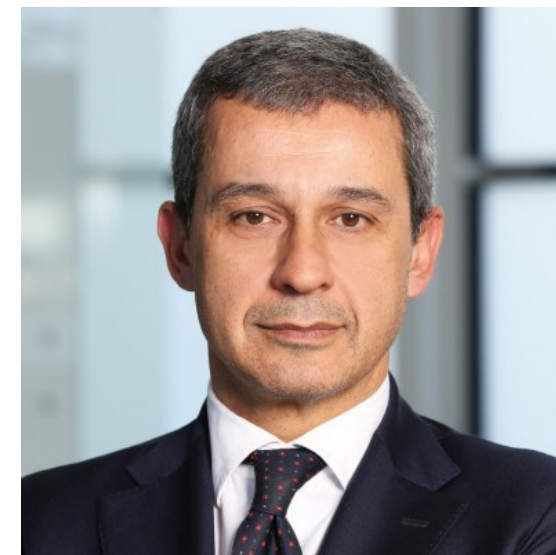
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Fintech

Silvio Fraternali

Chief Executive Officer, Banca 5 S.p.A. -
Intesa Sanpaolo



Fintech

Silvio Fraternali

CEO - Banca 5 S.p.A. - Gruppo Intesa Sanpaolo

DATE: 10 June, 2022

TIME: 16:00 – 20:00

CAMPUS: Rome

DATE: 11 June 2022

TIME: 9:00 – 13:00

CAMPUS: Rome

DATE: 24 June, 2022

TIME: 14:00 – 16:00

CAMPUS: Milan

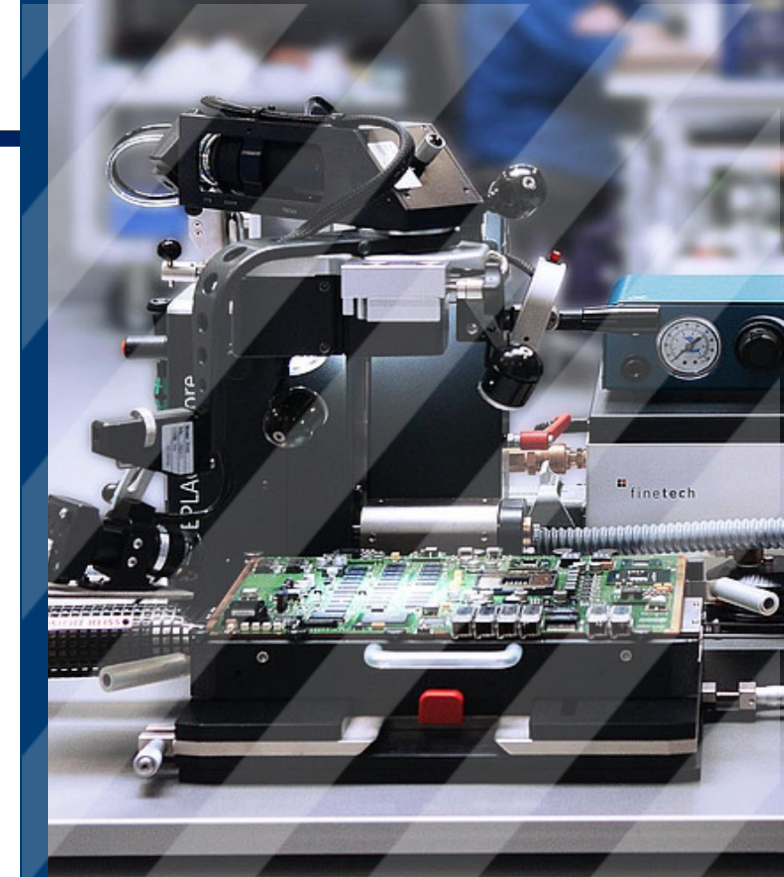
MODALITY: Hybrid

Objective

- Give a vision of fintech landscape and develop a critical approach to different models.
- Analyze possible perspectives and different roles (Venture Capital, traditional and innovative banks, advisory), in the aim to understand why and how fintech are changing and evolving the market.
- Interact with different actors to understand their point of view and their different visions.
- Comprehend the critical point of success and develop critical lens for recognizing sustainable innovations versus short-term benefits.

Content

- The context of fintech market, Collaboration models
- Data & Processes approach, Policy & Regulation
- Critical success factors and vision



Health and Pharmaceutical

Gianluca Ansalone

Head of Public Affairs & Sustainability for Novartis, Medical Humanities, CNR, International MD Program/Faculty of Medicine & Surgery



Health and Pharmaceutical

Gianluca Ansalone,

Head of Public Affairs & Sustainability for Novartis

Objective

- Develop a substantial knowledge of the pharma industry, its business models, its evolution
- Explore around the implications of research and innovation in the life sciences sector as a competitive instrument in the national and international competitive arena
- Analyze the long-term geo-strategic implications of the future applications in medicine, including emerging technologies (i.e. AI, Big Data)

Content

- An introduction to pharma industry and to the overarching business models
- The new frontiers of medicine, beyond the pill: precision medicine, mRNA, cell & gene therapies, agnostic therapies
- How health and health data will shape the future world order: from vaccine diplomacy to digital health

DATE: 10 June, 2022

TIME: 14:00 – 16:00

DATE: 17 June, 2022

TIME: 16:00 – 20:00

DATE: 18 June, 2022

TIME: 14:00 – 18:00

MODALITY: Hybrid

CAMPUS: LBS Rome



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Smart Mobility

Fabio Pressi

CEO, Chief Executive Officer at A2A E-Mobility





Smart Mobility

Fabio Pressi

CEO, Chief Executive Officer at A2A E-Mobility

OBJECTIVES:

Focus on technologies and the evolution of the vehicle . Students will be provided with competences on how the EU's overall political goals have an impact on transportation sector towards a more sustainable, smart and green mobility.

At the end of the course the students will be aware of the “Smart Mobility” principles in terms of architecture, business definitions and many practical use cases thanks to many real examples.

COURSE CONTENTS:

EU Mobility Strategy, ITS: Intelligent Transportation System, Mobility: the Positioning , The Vehicle revolutions: CASE, Connected, Autonomous, Shared, Electric, The Big Data Era, MaaS: Mobility as a Service

DATE: 8 July, 2022

TIME: 14:00 – 18:00

DATE: 15 July, 2022

TIME: 18:00 – 20:00

DATE: 16 July, 2022

TIME: 9:00 – 13:00

MODALITY: Hybrid

CAMPUS: LBS Rome

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Food & Wine

Sara Baroni

Founder at OfficinaStrategia





Food & Wine

Sara Baroni

Founder at OfficinaStrategia

Objective

- Comprehend how to face the challenge of leading the change at the speed required.
- Deep understanding of Italian industrial fabric.
- Macro Business Environment

Content

- Strategy, marketing, business development
- Business model, real cases analysis

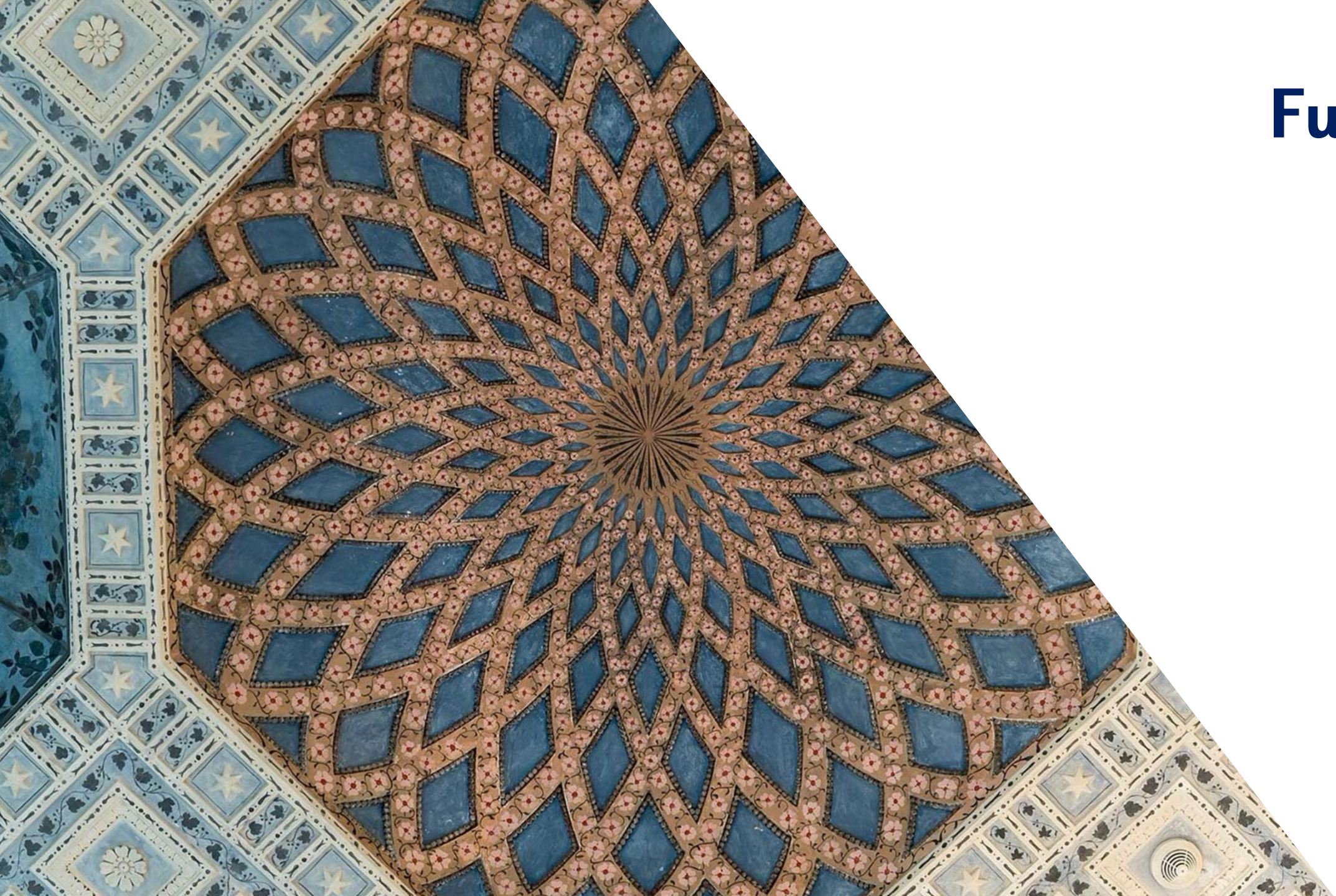
DATE: 24 June, 2022
Time: 16:00 – 18:00

DATE: 25 June, 2022
Time: 14:00 - 18:00

DATE: 2 July, 2022
TIME: 16:00 – 18:00

MODALITY: Hybrid

CAMPUS: LBS Milan



Functions

Investor Relations

Gabriele Giordani

Head of Strategic Planning presso Snam



Investor Relations

Gabriele Giordani

Head of Strategic Planning presso Snam



Objective

- Understand the role of the Investor Relator in a public company: competencies, strategies, day by day and interactions with the other departments
- Understand how financial markets works, which are the main roles and company valuation techniques
- Learn how to build the Equity Story of a Company that would be appreciated by investors

Content

- Role of the Investor Relator Officer (IRO)
- Financial market: sell side and buy side
- Investment strategies and identification of right shareholders. The importance of sustainability
- How to provide information, explain the value and build trust
- Group simulation/roleplay: meet investors, evaluate companies, sell stocks

DATE: 24 June 2022

TIME: 18.00 – 20.00

DATE: 1 July 2022

TIME: 14:00 – 16:00

DATE: 2 July, 2022

TIME: 14:00 – 16:00

DATE: 15 July, 2022

TIME: 14:00 – 18:00

MODALITY: Hybrid

CAMPUS: LBS Milan

Mergers & Acquisitions

Alessandra Genco

Chief Financial Officer di Leonardo





Mergers & Acquisitions

Alessandra Genco

Chief Financial Officer di Leonardo

Objective

- Analyze the strategic rationale for and against an M&A transaction
- M&A process from deal sourcing through transaction closing
- Explore the role of valuation in the M&A process and examine different valuation methods and the analytics behind the deal
- Learn how to structure, execute and finance an M&A transaction
- Explain how to capture value through M&A and create synergies of revenue and cost

Content

- M&A market, M&A Transaction Rationale
- Transaction types, Valuation
- Financing, Due diligence, Synergies
- Case study
- Role played by Investment Banks

DATE: 11 June, 2022

TIME: 14:00 - 18:00

DATE: 17 June, 2022

TIME: 14:00 - 16:00

DATE: 18 June, 2022

TIME: 9:00 - 13:00

MODALITY: Hybrid

CAMPUS: LBS Rome

Strategic Decision making for Leaders

Alberto Feduzi

Senior Faculty in Management Practice at Cambridge Judge
Business School



Strategic Decision making for Leaders

Alberto Feduzi

Senior Faculty in Management Practice at Cambridge Judge Business School

DATE: 16 July, 2022

TIME: 14:00– 18:00

DATE: 22 July

TIME: 14:00 – 17:00

DATE: 23 July

TIME: 10:00 – 13:00

MODALITY: Hybrid

CAMPUS: LBS Rome

Objective

- To enhance your ability to make strategic decisions in situations of extreme uncertainty
- To help you identify the major sources of decision-making failures at the individual, group, and organisational level
- To increase your awareness and understanding of the managerial implications of your preferred decision-making style

Content

- A multilevel, integrative perspective on decision-making
- It starts from the premise that decision-making is a skill that can be developed and aims to equip you with frameworks, and practical tools and techniques that can help improve the quality of your decisions in situations of extreme uncertainty
- The course is largely interactive and experiential in that it relies on simulations, cases, and exercises to create the material for an effective class discussion



Strategic Tax Management

Andrea Silvestri

International Tax Lawyer. Tax Law and
Governance Expert





Strategic Tax Management

Andrea Silvestri

International Tax Lawyer. Esperto di Diritto Tributario e Tax Governance

Objective

- General concepts on international taxation; how Taxation Shapes the Business Model: Industrial Groups and digital economy
- Corporate Reorganizations
- The Challenge of New Legislation and managing Tax Risks

Content

- Achieve a high-level understanding of how taxes are levied at international level;
- Get awareness about the significant impact of taxation on the organization and location of business activities;
- Understand the importance of an appropriate management of tax risks

DATE: 27 May, 2022
TIME: 14:00 – 18:00

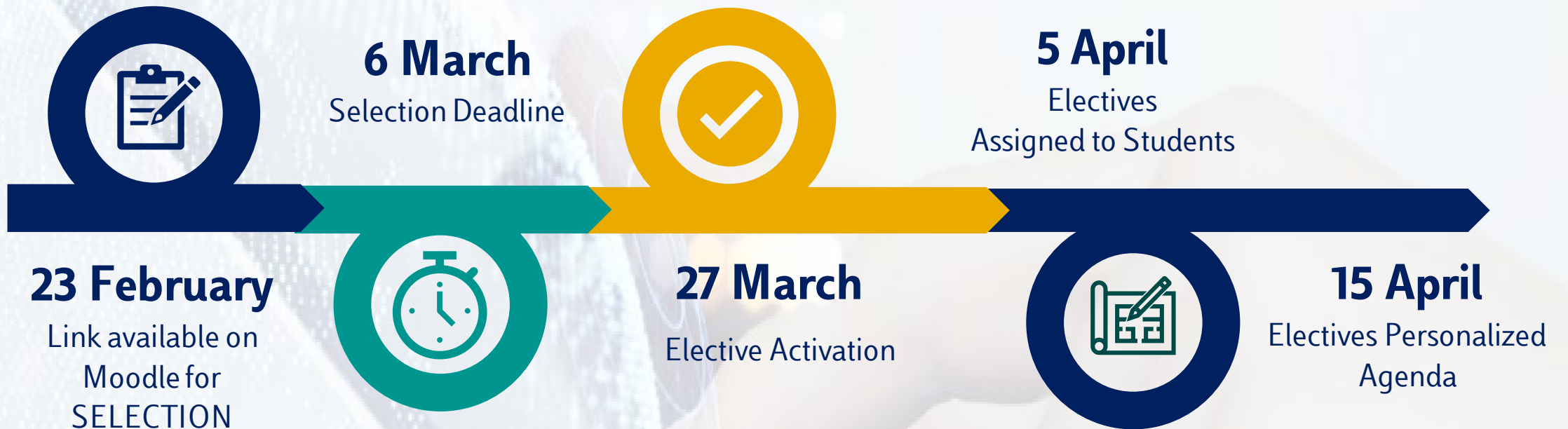
DATE: 10 June, 2022
TIME: 16:00 – 20:00

11 June, 2022
TIME: 9:00 – 13:00

MODALITY: Hybrid

CAMPUS: LBS Rome

Timeframe Recap



For further questions please contact:

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