



MIP Politecnico di Milano
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SECTION 1 – PRESENTATION OF THE COMPANY

1.1 - PRESENTATION OF THE COMPANY

MIP Politecnico di Milano is the Business School which delivers post-graduate and executive programmes and is a legal entity in the form of a consortium, which includes the Politecnico di Milano together with a number of national public bodies and private industrial groups. The Mission is to run "Training and applied research covering all aspects of management, with a particular focus on technology as a vital tool for corporate innovation and management. Promoting growth of the global corporate system, by creating an international network, and, more importantly, through the work of the School of Management of Politecnico di Milano - with the aim of becoming a major international managerial training centre".

1.2 – ACTIVITY OF THE COMPANY

MIP Politecnico di Milano offers MBA International Master of Business Administration in English, as well as executive masters developed ad hoc for companies that are delivered in Italy and abroad. It also offers 10 master programs in Italian and 7 advanced programs. The latter programs are specific to professionals with a strong background in the studied fields. MIP offers courses for Publics Administration within three sectors: University and Research Institute, Utilities and Health.

1.3 – KEY PROJECTS/KNOWLEDGE AREAS

INTSIGHT is a project developed by MIP, ACE Europe and BCC for supporting investments of Italian firms into East Europe, China and India through a platform of integrated services among which the most relevant are: training, business incubation services, financial support. In this perspective, each international business idea must be managed as follows:

1. Preliminary training based on two streams: international business management and country brief/s;
2. Business plan support;
3. Business incubation through:
 - a. Financial support resulting from venture capital
 - b. Business advice for the start up of the international venture
 - c. Knowledge link with the best research centres able to support the technological development associated to the business idea

1.4 – INTERNATIONAL PARTNERSHIPS

MIP has developed several international partnerships for designing training programs that are the result of specific competences. Some partnerships involve the following actors:

- MIP and Ferrari
- MIP, Inter football club and Tsinghua University
- MIP and Shanghai Jiao Tong University
- MIP, ACE Europe and BCC- Banca Credito Cooperativo

| COUNTRY | PROJECT | DATE | FUNDING AGENCY |
|----------------|--|----------------------------------|-----------------------|
| CHINA | MIP & Ferrari offer training programs tailored for Chinese executives to become excellent managers by understanding the distinctive features of “Ferrari character” and the emerging paradigms in business management. This collaboration was born from a common will to share each party’s competences, which are a precious resource to face every kind of challenges requiring capabilities to make short-time decisions, to manage highly risky situations and scenarios and to operate in complex contexts | FROM 2007/06 TO | |
| CHINA | MIP, Inter and Tsinghua University offer an incredible opportunity to hands-on learn how to manage a successful business in sport and leisure management, with an exclusive mix of academics lectures, seminars and keynote speeches by some of the most prominent professionals in the field. | FROM 2007/06 TO | |
| CHINA | MIP & Shanghai Jiao Tong University have established the Sino-European Centre for e-government with the aim to promote e-government practices in China. They are: <ol style="list-style-type: none"> 1. organizing some proposals of training programs for local municipalities in order to develop dedicated talents for eGovernment industry and gradually set up eGovernment education system; 2. developing strong connections with some key stakeholders: United Nations and European Union, as well as strengthening relationships between Chinese & Italian eGovernment industry; | FROM 2007/06 TO | |
| RUSSIA- CHINA | The International Fashion & Luxury Laboratory aims to create a worldwide network among the most important players of the Fashion & Luxury Markets. The goals are: <ul style="list-style-type: none"> – Exploring the perception of fashion and luxury in mature and emerging markets; – Identifying archetypal elements featuring luxury in different cultural contexts in order to identify customers’ behavior towards fashion and luxury goods; – Helping fashion and luxury companies in setting marketing strategies in mature and emerging markets | FROM 2007/06 TO | |
| CHINA | MIP & Shanghai Jiao Tong University have created an observatory on exhibitions and convention industry. The outputs are an Industry report and training course whose aim is to: <ul style="list-style-type: none"> – share a market-driven perspective in managing a trade fair as a response to the emerging industry trends; – understand the role of trade fair as a marketing lever; – introduce an international view in trade fair management; – provide strong competences in experience marketing and exhibition management | FROM 2007/06 TO | |