



MIBC

Master in International Business in China

A.A. 2016/17

Learn & Practice:
a truly transforming experience in China



MIBC – The Alliance



Università LUM School of Management

Founded in 1995 in Casamassima (Bari, Italy)

2 Faculties: Economics + Law

Over 3.000 students in the School of Management Master Programs since its foundation



FourStars

Founded in 2000 in Milan (Italy)

2 main branches: Milan (Italy) and Shanghai (China)

FourStars has given professional opportunities to over 70.000 young workers in Italy and China (Shanghai and Hong Kong)

In cooperation with the best institutes and professional firms





MIBC – The Program

Intensive program in Milan and from 3 to 6 months Internship in Shanghai, for a perfect balance on learning and practice.



Milano

February- April 2017



Shanghai

3m – May-July 2017
6m – May-Oct 2017

01

International Business Management

Develops the pillars of international management and entrepreneurship

02

Focus on China

Let understand the underlying cultural values in Chinese business choices and legal environment

03

China Culture Immersion

Develops the consciousness for understanding China cultural attitudes and business orientation

04

Internship Program

A truly transforming experience in an international company

05

Project Work and Final Dissertation

MIBC – The Program 1/5

01



International Business Management

Develops the pillars of international management and entrepreneurship

At the heart of Milano, in the wonderful context of Via Meravigli 7, in the lecture halls of NIBI (Nuovo Istituto di Business Internazionale della Camera di Commercio di Milano) the first module will base the pillars of international business management:

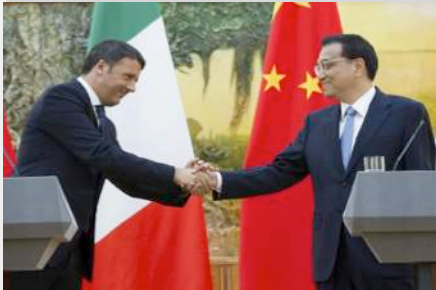
- International Strategies
- Global Economics and International Finance
- Human Resources Management
- Entrepreneurship and Startup Management

These courses are thought for interdisciplinary participants and will introduce to the fundamental tools for international strategic management.

Diversity in the group is a value added feature of the Program. Participants are of diverse cultural backgrounds and disciplines. They are carefully selected in order to form a group with similar concerns, while maintaining a balanced mix of vision and cultures.

MIBC – The Program 2/5

02



Focus on China

Let understand the underlying cultural values in Chinese business choices and legal environment

In this module participants will learn the fundamentals and uniqueness of Chinese culture in the Pacific Asia Region, through a case-based methodology and several guest speakers (managers, professionals with previous experiences in the Chinese context).

All the courses have a deep focus on China:

- Managing in the Pacific Asia
- Cross-Cultural Management
- International Business Law
- Supply Chain and Logistics
- Digital Marketing and Social Media Communication
- Fashion, Luxury and Made in Italy
- Professional Services for internationalization in China

MIBC – The Program 3/5

03



China Culture Immersion

Develops the consciousness for understanding China cultural attitudes and business orientation

In Shanghai, participants will experiment the Chinese culture with an immersion in the cultural and business environment.

Two fundamental steps:

- Chinese language, taught by a School recognized by the Chinese Ministry of Education
- Business orientation, with several guest speakers coming from the managerial and professional context (both Chinese and expatriates)



MIBC – The Program 4/5

04



Project Work and Final Dissertation

A truly transforming experience in a Chinese company

The internship program could last 3 or 6 months according to the choice made at the moment of enrollment.

The company will be selected by FourStars according the preferences expressed by the candidates for their personal development plan.

The candidate will be introduced to its Tutor in China, that will coach him/her during the internship program.

Networking events and activities will be promoted to enrich the experience in China to get to know other international young professionals.





MIBC – The Program 5/5

05



Internship Program

The final stage for getting
the Master Diploma

At the end of the program participants are asked to describe their internship experience in the final project work, that would be the object of the final dissertation.

This stage is the final step through the supplement of the Diploma of Master in International Business in China, that will credit 60 CFU according to the Italian Ministry of Education.





Shanghai: 360° service for a safe learning experience

Visa + Flight



All administrative
issues

Pick-up at the Airport



Welcome at the
airport upon arrival
in Shanghai and
transfer to the
apartments

Accommodation



Single rooms in
European standard
apartments

24/7 Assistance



A phone number
for any question or
emergency

Welcome Kit



Chinese SIM card,
Shanghai
Transportation Map,
Language guide for
everyday use



Advisory Board



Antonello Garzoni

Full professor of Business Administration
Vice-Rector for International Cooperation
Università LUM Jean Monnet



Chiara Grosso

President & CEO of FourStars



Sung-Jo Park

Emeritus Professor of Strategic Management
at Free University Berlin
President of the Euro-Asian Association
Chairman of the Academic Council of
CASS-Europe Institute of Management



Federico Maria Bega

Head of the Strategic Areas of Promos
– Head of Department at NIBI - Nuovo
Istituto di Business Internazionale
della CCCIAA di Milano



Remy Cohen

Professor of International Finance at
Università LUM Jean Monnet
Partner at Cohen and Co.



MIBC fees amounts to
€ 12.900 (3 months in Shanghai)
or € 14.700 (6 months in Shanghai)

PRICE INCLUDE

Tuition in Milan and Shanghai

Visa+ travel expenses from Milan to Shanghai

Pick up at the airport

Single rooms in European standard apartments

Welcome kit

24/7 assistance in Shanghai



Contact

mazzolini@4stars.it

ph. +39 02 48100694

To sign up for the Master fill the **Application Form** at
www.stageincina.it/application.php