



THE ART OF MANAGING ARTS

MASTER IN ARTS MANAGEMENT AND ADMINISTRATION **MAMA**

12 MONTHS | 2017



SDABOCCONI.IT/MAMA

MILANO | ITALY



EMPOWER YOUR FUTURE WITH THE SDA BOCCONI **MAMA**

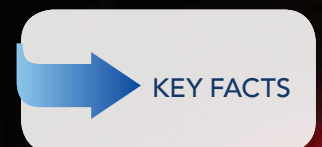


Your SDA Bocconi Master will be a challenging life experience in a rich and diverse community. A multi-faceted and stimulating approach to management, bringing out your true potential. You will empower your future and grow your talent with passion and imagination, in a vibrant city which will be the best location for your personal and professional development, combining cultural heritage and creativity with a forward-looking, business-oriented approach.

GIUSEPPE SODA | Dean,
SDA Bocconi School of Management

EXPLORE THE MANAGERIAL SIDE OF A HIGH CULTURAL EXPERIENCE

Leveraging Italian excellence in cultural heritage and artistic production, the program will strengthen your cultural background as well as your professional skills, which will allow your career to flourish.



MASTER IN ARTS MANAGEMENT AND ADMINISTRATION **MAMA**

3RD EDITION

The Master in Arts Management and Administration (MAMA) is a full-time, international, one-year program that is taught entirely in English designed for students from all over the world.

MAMA aims to support artistic innovation and cultural development worldwide, by strengthening the leadership and management skills required for arts organizations to thrive.



If you love art, are dedicated, tenacious, and innovative, with an endless curiosity for uncovering the best way to exploit art for social development, you are ready to take on MAMA.

ANDREA RURALE

Director MAMA, SDA Bocconi School of Management





MAMA

THE ART OF MANAGING ARTS

- ➔ WHY MAMA?
- ➔ IS IT YOU?
- ➔ THE PROGRAM
- ➔ BAA BOCCONI ALUMNI ASSOCIATION
- ➔ MAMA CAREER CURRICULUM
- ➔ KEY FACTS

WHY **MAMA**?

1

ITALIAN
EXCELLENCE

2

MILANO,
ITALY

3

PROFESSIONAL
DEVELOPMENT

4

TRAINING MANAGERS
FOR THE ARTS



FAI – Fondo Ambiente Italiano - offers its contribution to the participants of the Master in Arts Management and Administration (MAMA) by hosting them in our offices and more than 50 properties.

We aim to share the experiences we have gained in over 40 years of hard work and dedication to ensure the conservation and development of the cultural and landscape heritage in the beautiful country of Italy.

ANDREA CARANDINI | President, FAI

VILLA DEL BALBIANELLO, LENNO (CO) - PHOTO BY A. PERATONER © FAI

WHY MAMA? ●●●●●

1 ITALIAN EXCELLENCE

Inspired by Italy's cultural heritage, SDA Bocconi School of Management shows its expertise in three highlights of Italian Excellence: the arts, fashion & design and food & beverage.

SDA Bocconi encourages its students to critically examine the managerial intricacies of the production of fine arts, fashion & design and food & beverage industries.

In addition, students will understand the complexity companies have to manage in these areas by balancing economic competition with symbolic competition.

Participants gain exposure to leading Institutions and companies within these industries, as well learning about innovative management tools to ensure an interaction between practice and theory.

Through the Italian Excellence offer, SDA Bocconi guarantees a special path for professional growth: an opportunity to broaden horizons, to absorb the value of arts and culture, and to understand the importance of knowing how to manage this extensive heritage.



I am very happy for the opportunity to collaborate with the SDA Bocconi MAMA program, which is innovative and important. The excellence of the culture and that of the faculty are joined together.

ANTONIO PAOLUCCI | Director, Vatican Museums

CAPPELLA SISTINA, CITTÀ DEL VATICANO - © MUSEI VATICANI. All rights reserved.

WHY MAMA? ●●●●

2 MILANO, ITALY

Milano gives you exposure to a thriving and globally famous cultural environment, as well as being the perfect base to explore a country that has had a vast influence on art throughout its long and significant history. During the Master, students will experience through company visits, guest speakers and extra curriculum activities the specific excellence of celebrated venues such as Teatro alla Scala, Teatro Franco Parenti, Piancoteca di Brera or Cenacolo Vinciano.

Immersing yourself in these experiences, with expert guidance and support from MAMA's faculty, partners and guest speakers, will be exceptionally rewarding personally and professionally.

The Leonardo's Last Supper Museum is a timeless and unique artistic achievement of outstanding universal value and world cultural heritage.

We are glad to be a partner with MAMA – Master in Arts Management and Administration because we firmly believe that a museum should be a dynamic and an innovative site.

CHIARA ROSTAGNO | Director, The Last Supper Museum

MUSEO DEL CENACOLO VINCIANO (MI), L'ULTIMA CENA
SU CONCESSIONE DEL POLO MUSEALE DELLA LOMBARDIA, MUSEO DEL CENACOLO VINCIANO.

WHY MAMA? ●●●●

3 PROFESSIONAL DEVELOPMENT

The program is aimed at young professionals, typically graduates in humanities, who have some work experience in the arts and culture sector. They may work in junior or middle management level positions in public sector or non-profit arts organizations, having been involved in the organization of festivals or other cultural events.

The program intends to advance professional development, giving a specialized managerial background and an entrepreneurial outlook, to enable participants to fill crucial positions in a wide range of organizations operating in the arts sector.



We collaborate with MAMA offered by SDA Bocconi because we think that both sides can profit from exploring new possibilities for the management, controlling, research, promotion and communication in Paestum and beyond.

GABRIEL ZUCHTRIEGEL | Director, Archeological Site of Paestum

PARCO ARCHEOLOGICO DI PAESTUM (SA)

WHY MAMA? ●●●●

4 TRAINING MANAGERS FOR THE ARTS

This master is designed to educate talented people with a passion for arts and to develop the managerial culture needed for the arts industry to achieve its desired level of excellence. In the modern world, there are numerous tensions and trade-offs between ensuring the artistic integrity and the economic viability of arts organizations. The increasingly complex nature of these problems requires a specifically tailored managerial approach, which will have a fascinating cultural impact.

“We believe that continuous training is our mission and at the same time the only way to ensure cultural organizations fully convey their vitality. We have been looking forward since 1737.

EMMANUELA SPEDALIERE | Director,
Institutional Affairs and Marketing, San Carlo Theatre

TEATRO DI SAN CARLO (NA), PHOTO BY LUCIANO ROMANO

IS IT **YOU?**

IF YOU

- are passionate about arts and culture.
- want a career as a professional, manager, consultant or entrepreneur in arts and cultural fields.
- want to improve your managerial expertise in one of Europe's leading Schools of Management.
- want to learn about the Italian and European artistic traditions and how they are supported and developed.

**THEN YOUR GOALS
MATCH OURS,
AND YES, IT'S YOU!**

 **APPLY NOW**

 **CLASS PROFILE**

“

If you are curious about how to run a museum or an opera house, if you care about cultural heritage and how to preserve it, if you go to a music festival and pay attention to every detail, MAMA is definitely the program for you!

KLEBS RODRIGUES | MAMA 2016

THE PROGRAM

SEPTEMBER 2017 - DECEMBER 2018

12 MONTHS FULL-TIME IN ENGLISH

3 MONTHS INTERNSHIP

GUEST SPEAKERS

1 GRAND TOUR OF ITALY

PARTNERS AND
COLLABORATING
INSTITUTIONS

“

We are pleased to be partners with SDA Bocconi and exchange our experience with MAMA participants. They will discover the excitement and complexity of managing a theatre, which is continuously changing. Franco Parenti was founded in 1972 on an idea of a free, open and evolving culture. Everyday, our offerings integrate styles, cultures and different generations in many different spaces running at the same time.

ANDRÉE RUTH SHAMMAH | Director, Franco Parenti Theatre

TEATRO FRANCO PARENTI (MI), "GLI INNAMORATI" DIRECTED BY ANDRÉE RUTH SHAMMAH,
PHOTO BY FABIO ARTESE

STRUCTURE AND CALENDAR

SEPTEMBER 2017 - DECEMBER 2018

	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
1 OPENING WEEK		+														
2 CORE COURSES										+						
3 WORKSHOPS AND SEMINARS										+						
4 GRAND TOUR IN ITALY										+						
5 INTERNSHIP OR YOUR OWN START-UP																+
6 GRADUATION																



CHIARA ROSTAGNO | Director, The Last Supper Museum

MAMA WHAT PEOPLE SAY



SDA BOCCONI @sdabocconi

#MAMA students met more than 30 directors and managers of cultural institutions while enjoying a tour around Italy.



BEATRICE CASAMENTI @beacasamenti

Very interesting! Artistic VS Market approach to #Art. @andrearurale Director of #MAMA (@sdabocconi) @EIBINSTITUTE



SDA BOCCONI @sdabocconi

@MAMA_Turrini
"our cultural heritage needs Italian entrepreneurs to work in synergy" #MAMA



ANDREA RURALE @andrearurale

Fundraising Project with Paestum Director Gabriel Zuchtriegel #MAMA...
<https://www.instagram.com/p/>



PIERGIACOMO MION @PiergiacomoMion

#MAMA students discussing #edutainment with Francesco Reale from Castello di Masino @Fondoambiente @sdabocconi



MAMA GRAND TOUR IN ITALY 2016*

The MAMA Grand Tour gives participants an opportunity to understand a managerial perspective of Italian best practices in the arts sector. During the Grand Tour, participants will experience the strategic role of Italian culture at national and international levels, through visits and meetings with top practitioners.

* MAMA Grand Tour refers to the previous edition and might be subject to changes



NAPOLI



ROMA



FIRENZE



VENEZIA



#MAMA #GRANDTOUR

#MAMA #grandtour: a learning experience around Italy aimed at meeting some of the best managers of prominent cultural institutions to gain useful insights through a privileged perspective. MAMA students had the unique opportunity to discuss the managerial issues and key success factors of 20 cultural institutions, meeting more than 30 directors and managers, while enjoying some of the best sites worldwide...

A UNIQUE LEARNING ENVIRONMENT

Our Faculty members have close ties with the industry and a wealth of experience as professionals and researchers in their respective fields of specialization. They are committed to supporting students throughout the program and beyond, helping them make the most of the program and develop a successful career.



To me, the meaningfulness of MAMA is based on two main pillars. The first is the aim: educating students to become excellent cultural operators, whose real job is essentially trying to make this world a better place to live. The second is the way it achieves the goal: through a theoretical and practical learning process that allows students and faculty to truly share the meaning construction. It is very stimulating for all of us.

ANDREA QUARTARONE | MAMA Faculty,
SDA Bocconi School of Management



EXCELLENCE IN THE FIELD AND A POWERFUL NETWORK

SDA Bocconi has formed several prestigious partnerships with leading arts and cultural institutions, which will not only lend their expertise and offer students valuable opportunities, but will also ensure that participants emerge with skills highly valued by the industry.

The MAMA *Community of Practice* will act as a reference point for the industry, bringing together practitioners from sponsoring companies and collaborating institutions with students and alumni for annual meetings on topics in arts management and to share best practices.

MAMA is organized with the support of Altagamma, the association of internationally renowned Italian companies operating at the high end of the luxury brand market.



Fondazione
Altagamma

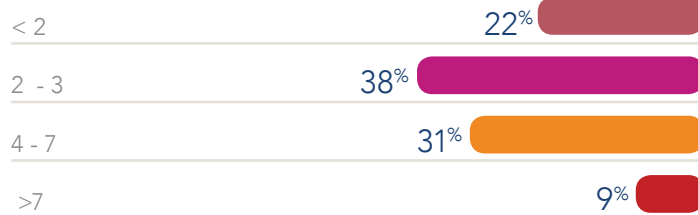
Regardless of whether you want to work in museum, theater, or festival, MAMA will give you useful and innovative insights into strategic planning, organizations and management theories. Thanks to the unique network of partners and supporting organizations, MAMA participants will be directly involved in the development of professional projects and challenged in applying the latest thinking and trends learned in class in a real working environment.

PIERGIACOMO MION | MAMA Faculty

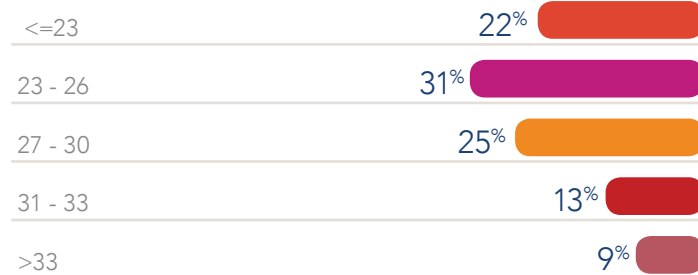


CLASS PROFILE 2016

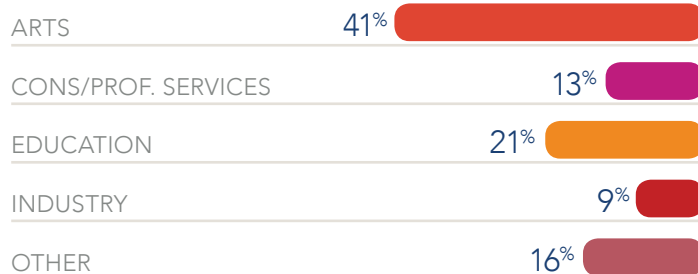
WORKING EXPERIENCE



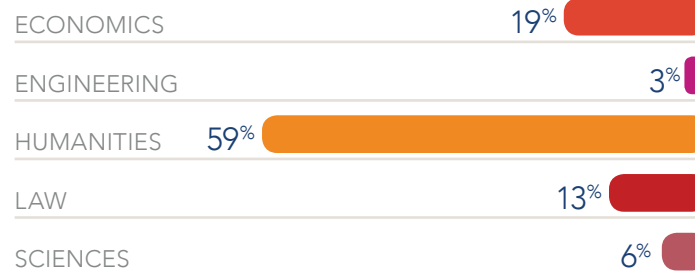
AGE



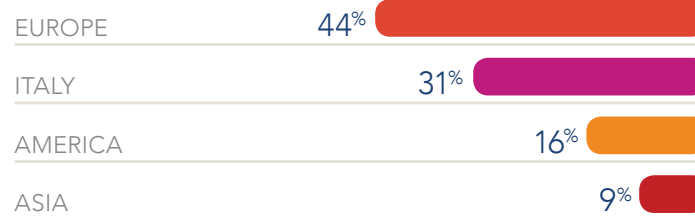
SECTOR



DEGREE



GEOGRAPHIC ORIGIN



PARTICIPANTS

32

AVERAGE AGE

27

AVERAGE WORK EXPERIENCE

4

COUNTRIES REPRESENTED

18

ARGENTINA, CANADA, COLOMBIA, FRANCE, GREECE, GERMANY, INDIA, IRAN, ITALY, LEBANON, PHILIPPINES, PORTUGAL, POLAND, RUSSIA, SPAIN, SWITZERLAND, UK, USA.

MAMA CAREER CURRICULUM

A PATH FOR YOUR PROFESSIONAL DEVELOPMENT.

We have designed an integrated curriculum to support MAMA participants in their career development journey. The Career Curriculum, CC, includes a variety of initiatives and tools which enable participants to discover their personal strengths, explain their professional experience in a compelling way and identify opportunities for growth.

NETWORK, NETWORK, NETWORK

Leverage the SDA Bocconi Community to expand your network.

- MAMA PARTNERS
- LUXURY & ARTS CLUB
- BAA EVENTS
- BOCCONI ARTS CAMPUS
- PARTNER SCHOOLS COMMUNITY

DISCOVER THE OPEN AND HIDDEN JOB MARKET

Learn how to look for a job and how employers in the industry source the talent they need.

- MEETING WITH HR PROFESSIONALS

5

TOOLS & RESOURCES

Support your research and job market intelligence with cool tools.

- V-MOCK (SOFTWARE TO IMPROVE YOUR CV)
- BAA FREE MEMBERSHIP
- ONLINE RESOURCES (INFO ABOUT INDUSTRIES AND JOB SEARCH)
- THE TWO-HOUR JOB SEARCH

4

1

KNOW YOURSELF AND YOUR STRENGTHS

Gain awareness of your relationship style, your impact on others and your personal strengths.

- COACHING PROGRAM

2

PLAN YOUR CAREER

Analyze your profile, build a realistic career plan.

- CV WRITING & COVER LETTER
- PERSONAL BRANDING ON SOCIAL MEDIA
- MOCK INTERVIEWS
- PRESENTATION SKILLS

3

TELL YOUR STORY

Present your experience effectively, promote your professional identity.

- CV WRITING & COVER LETTER
- PERSONAL BRANDING ON SOCIAL MEDIA
- MOCK INTERVIEWS
- PRESENTATION SKILLS

BAA BOCCONI ALUMNI ASSOCIATION

A VIBRANT AND LIVE COMMUNITY

The BAA Bocconi Alumni Association is available to the over 100,000 alumni who have received a degree from Bocconi – more than 12,000 of them from the MBA and Master SDA Bocconi programs – and to the Graduate, PhD and Master students. BAA's main objective is to spread the value of a shared experience and culture, and strengthen the ties among all alumni.

A network is strong when there are shared values, when getting together means, among other things, growing, having fun, making new contacts, developing new and unique personal and professional relationships.

GIANFRANCO MINUTOLO

Business Administration 1991
BAA Director in charge of Bocconi
University Alumni Activities

BAA today is a very useful network for its members and the School, as it provides companies and institutions the necessary tools to generate authentic value in business.

RICCARDO MONTI | MBA 1989

President, The Boston Consulting Group Italy
President, BAA



KEY FACTS

DURATION

- 12 months, full-time

PROGRAM START

- 27 September 2017

APPLICATION DEADLINE

- 15 May 2017

TUITION FEE

- € 24,000
(to be paid in four installments)

INFO

- +39 02 5836 3228
- admissions.mama@sdabocconi.it



APPLY
NOW

FEES AND
SCHOLARSHIPS



Nowadays, art can flourish only with the help of managers and professionals who on one side respect it and on the other side have the right skills and competencies to work successfully in an exciting environment. MAMA exists to impact participant's professional development as well as the professional development of the arts world in general.

ALEX TURRINI | Chair of MAMA International Academic Committee

SDA BOCCONI MAMA.
THE ART OF MANAGING ARTS.

SDA BOCCONI SCHOOL OF MANAGEMENT



The leading School of Management in Italy and the only Italian School present in all of the most important International rankings (Financial Times, Bloomberg Businessweek, The Economist, Forbes), SDA Bocconi has established itself as a European leader in education. SDA Bocconi School of Management is part of Università Bocconi, the first Italian University to grant a degree in economics.

For over a century, Bocconi has played a leading role in Italy's social and economic modernization. SDA Bocconi has been engaged in the promotion and organization of executive education since 1971, with an International approach. The School's vision of empowering life through knowledge and imagination lies behind its program offerings: Executive Education Open and Custom Programs, MBA and Master Programs, for the development of individuals, companies, institutions and economic systems.

Choosing SDA Bocconi and coming to Milano means choosing a vibrant environment, the entrepreneurial, financial and industrialized center of Italy, a doorway to Europe. In short, a wealth of international contacts and opportunities. And Milano, of course, is culture, fashion, design, food and the art of living.

SDA Bocconi strong international outlook translated into the foundation of the India-based MISB Bocconi, Mumbai International School of Business Bocconi. The School is an initiative of SDA Bocconi and has been launched in response to the growing competitive challenges on the global stage.

SDA Bocconi School of Management | Masters Division

RECRUITING AND ADMISSIONS SERVICE

Via Balilla 18 - 20136 Milano, Italy
tel +39 02 5836 6830 | fax +39 02 5836 3125
md@sdbocconi.it | www.sdbocconi.it

ACCREDITATIONS



AACSB International
The Association to
Advance Collegiate
Schools of Business



European Quality
Improvement System



Association of MBAs
MBA provision accredited



Quality Management System
Certification ISO 9001:2008
Financed Projects
Service Centre



The Italian Association for
Management Education
Development
Full-Time MBA accredited
Executive MBA accredited



CFA program partner of
CFA Institute
MCF program accredited

MEMBERSHIPS



European Foundation for
Management Development



The Association to Advance
Collegiate Schools of Business



The Academy
of Business in Society



Partnership in
International Management



Community of European
Management Schools and
International Companies



The Italian Association for
Management Education Development



Global Business School Network

RANKINGS



Financial Times



Bloomberg Businessweek



The Economist - Which MBA?



Forbes



Espansione



QS

Follow SDA Bocconi on:

