

International week

PoliMI Graduate School of

Management (Politecnico di Milano)



BARCELONA
SCHOOL OF
MANAGEMENT

Objectives

During the International Week at POLIMI (Politecnico di Milano) in Milan, the main objective is to gain an in-depth understanding of leading international companies in key Italian sectors, with a particular focus on Sustainability and impactful Management. This course is an exceptional opportunity to engage directly with the industry, offering firsthand experience and insights.

Participants have the privilege of attending seminars led by senior managers from prestigious institutions, providing valuable perspectives on current industry practices and future trends. The module content is designed to offer diverse learning techniques, exploring the critical intersection between Sustainability and Technology.

The school

POLIMI Graduate School of Management is 8th in the world for education in digital transformation and international business. It is a Triple Crown Graduate school having attained the most prestigious international accreditations.



Politecnico di Milano, founded in 1863, is the largest school of Architecture, Design & Engineering in Italy, with two campuses in Milan and five more in Northern Italy.

It is one of the most outstanding universities worldwide, ranked among the first 20 universities in the world, 7th in Europe and 1st in Italy*.

Politecnico di Milano has more than 300 research centres and labs, a worldwide network of over 200,000 alumni and an Innovation District & Startup Accelerator – PoliHub – which is globally renowned.

*QS World University Rankings by Subject 2023 – Engineering & Technology



Course description

Sustainability & Technology for a Better Future

This course brings the opportunity of a 5-day total immersion in topics of Sustainability & Technology for a Better Future. Meet business experts and experienced professors from POLIMI Graduate School of Management and learn what it really means when academia meets practice during company visits and expert discussions.

Methodology

The study trip applies a hands-on methodological approach that draws on established experience in education and POLIMI's direct involvement and knowledge of both the market and Italy's production and services system.

There are four elements to the learning experience:

- 1 LECTURES**
 Not the standard in-class lecture, but interactive workshops aiming at sharing experiences and start open discussions.
- 2 LEARNING BY EXPERIENCE**
 Sharing of knowledge and on-field experiences by the top management from public/private sector.
- 3 COMPANY VISITS**
 On-field experience and learning in selected companies, which availability will be confirmed one week before the beginning of the programme.
- 4 CULTURAL ACTIVITIES**
 Opportunities to deep dive into the cultural and social life of one of the world's fashion capitals and financial hubs

The seminars and company visits are a mandatory course for participants in the Full Time MBA.

The group will travel accompanied by the academic coordinator Nia Plamenova and the academic director Ramon Bastida.

Students are required to attend the seminars. Failing to do so without justified reason will imply a zero grade in the participation/attendance evaluation item.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. By enrolling at any UPF BSM, students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing.

Company visits

COMPANY VISITS EXAMPLES - OVERVIEW

EOLO

EOLO is a Certified B Corporation operating in the telecommunications sector, specializing in Fixed Wireless Access (FWA) Internet connectivity.

EOLO aims to bring ultra-wideband connectivity to all areas of Italy, especially small municipalities affected by the digital divide. They achieve this using a 100% proprietary network and the best technologies, ensuring high-quality standards.

EOLO provides FWA Internet connectivity, offering fast and reliable access to households and businesses across Italy.

Additionally, it is the first Italian telecommunications company to receive the B Corp certification. This recognition signifies their commitment to positive impact, transparency, and responsibility toward employees, communities, and the environment.

RATTI

Since 1945, Ratti has been sharing the quality and luxury of Italian excellence in fine fabrics and soft accessories for fashion brands around the world, combining research, design and innovation. Ratti's production consists of:

- Women's Clothing: printed, solid, yarn-dyed, and jacquard fabrics for ready-to-wear clothing, swimwear, lingerie, and bags. Ratti also creates accessories such as scarves, foulards, and headwear.
- Men's Clothing: printed, solid, and jacquard fabrics for shirts, men's ready-to-wear clothing, and swimwear. Additionally, they make scarves, ties, bag fabrics, and garment prints.
- Home Furnishings: Ratti supplies fabrics for home decor, including curtain fabrics, cushions, and furniture upholstery.
- Men's and Women's Accessories: In addition to fabrics, Ratti designs ties, scarves, and foulards for both men and women.

Evaluation of the subject: EOLO Company Case

NB! This course is worth 6ECTs. The academic experience of the study trip will feature a hands-on case centered around the company **EOLO**- there will be a teamwork assignment based on a challenge. Participants will have the opportunity to interact with the company on the fourth day of the trip (Thursday), gaining insights and inspiration. The day ends with short pitches of participants' solutions to the proposed challenge.

Learning outcomes:

CG01.LO 01. Collaborative work.

Students will be able to work jointly in group learning activities or tasks so that the student participates in achieving a common, clearly defined goal.

CG01.LO02. Communication.

Students will be able to communicate effectively and establish a positive and reliable relationship with any audience or interlocutor, in any context or field, by mastering the necessary resources.

CG01.LO03. Global vision.

Students will be able to manage professional projects based on their motivations, strengths and values, with a broad vision that goes beyond their own context and seeks to overcome any obstacles that may arise.

CG02.LO01 Change management.

Students will be able to make organisational or strategic adjustments that lead from a current state to a desired state in response to changes in the environment or needs of the situation.

CG02.LO02. Data and digital competence.

Students will be able to use information society technologies critically and safely for work and communication. Support basic ICT skills.

CG03.LO01. Diversity and gender equality.

Students will develop the ability to evaluate inequalities based on sex and gender in order to design/generate/create solutions in their field of professional activity.

CG03.LO01. Sustainability.

Students will be able to reflect on the rationalisation and efficiency of the use of resources in each action or project, and to assess the impact of the choices made in each specific case.

Contact details

Professor

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Please address any question or request regarding the registration on the course.

General recommendations

- Please adhere to the agenda and **be punctual**. Stay with the group during visits; if you must miss a visit, inform the coordinator and director.
- Keep your documents on hand at all times, as a **valid photo ID (passport or driver's license) may be required for company visits**.
- **Dress code is business casual**; avoid high heels and uncomfortable shoes due to walking and public transportation use.



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