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Italian University Announces Food and Wine MBA

Date: 04/30/14 | **Source:** Specialty Food News | **Author:** Melissa Kvidahl
Categories: Industry Operations; Volume Retail; Foodservice; Suppliers; Retailers; Distributors; Brokers; Importers | **Tags:** Education; International News; Italy



By **Melissa Kvidahl**

Alma Graduate School, the business school housed at Italy's University of Bologna, is currently accepting applications for its 12-month English language **MBA program in Food and Wine** for the 2014–15 academic year. The business degree blends theory with experience, drawing on Italy's rich traditions in gastronomy and enology, academic expertise, and participation from successful Italian companies in the industry. The deadline for applications is June 30.



"We hope to attract professionals in the food or wine industry who want to further develop their business skills and have a memorable graduate school experience," says dean and professor Massimo Bergami. Applicants must have an undergraduate degree, at least two years of qualified work experience and English language proficiency.

The Food and Wine MBA integrates managerial training, workshops, on-site company visits, guest speakers, and case studies with traditional classes throughout the year. The program's two-pronged approach combines general management courses like corporate finance and marketing with specialized, industry-specific courses including food and wine culture, distribution and retail, restaurant management, and sustainable agriculture. Faculty members come from both academia and innovative Italian companies in the sector.

A 500-hour internship, taken during the last term (June through September 2015), allows students to analyze real company problems and develop strategies and action plans alongside upper-level managers of prominent Italian companies in the industry. Following completion of the program, the university's Career Development Department will help participants pursue their career goals and support them throughout their job search.

The program benefits from a strong bond with its territory. Emilia-Romagna, also known as the "Food Valley," is one of the wealthiest and most developed regions in Europe and home to rich Italian gastronomic and enological cultures. Flexible class schedules allow for trips to consortiums, factories, festivals, and wineries; the school has previously organized trips to destinations like Antonelli, Ferrarelle, Parmigiano, and Festa de Tartufo, a white truffle festival.

"The surrounding area is perfect for students who want to learn more about the food and wine industries on a strategic and international level," adds Bergami. "Italy and the U.S. have such an important relationship, and much like New York, Italy is a mecca for the food and wine industry. With international business on the rise, we hope that potential students will choose Alma Graduate School to prepare themselves for our industry's exciting future."

Alma Graduate School offers full and partial merit-based scholarships for MBA students, ranging from €10,000 to €27,000 (about \$13,800 to \$37,300), and low-interest loans covering full or partial tuition fees, plus an additional €10,000 for living expenses. Additionally, the Ferrarelle Scholarship Program awards two €15,000 scholarships for students accepted into the Food and Wine concentration; one of these is earmarked for a qualified American student. The Graduate School also provides assistance to its MBA students as they fulfill immigration requirements, find living accommodations, and adjust to life abroad.

The University of Bologna was established in 1088. Alma Graduate School, located in a 16th century villa, is a member of the European Foundation for Management Development and the Italian Association for Management Education.

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