



ROME BUSINESS SCHOOL

Better Managers For a Better World



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Accreditations

Italian Ministry of Education, University and Research



MINISTERO DELL'ISTRUZIONE,
DELL'UNIVERSITÀ E DELLA RICERCA

The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.

Italian Republic and Chamber of Commerce



The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver:



"Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".

European Union



The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.

ISO 9001:2008



The Rome Business School completed the procedures to obtain the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises

that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.





A unique cultural environment

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience. If you decide

to study in Rome, you will have the opportunity to live and experience the beauty it offers; this is also thanks to a special programme aimed at enhancing your business creativity and innovation through the stimuli of art.

The Rome Business School, the *Caput Mundi* of Business Education

By bringing together people, cultures, and inspirational ideas from around the world, the Rome Business School provides a new and unique educational experience.



Who we are

The Rome Business School is a **managerial training and research institute of excellence**.

Its aim is to play a role in closing the gap between the academic world and the job market by providing managerial training courses suited to convey the knowledge necessary to kick off or develop professional careers or business activities.

Our **mission** is to train entrepreneurs, managers and professionals to a level of excellence in their competence and their ethical approach to business and work, able to play a part in the development of an economic humanity and of a society more prosperous, fair and respectful of the central role of the individual.

The courses it offers are designed to provide the knowledge necessary to **start up or develop your professional or entrepreneurial career**, with reference to the **international environment**.

All *Rome Business School* courses feature the **highest levels of educational quality** and a scrupulous attention to student needs. The Institute employs a team of selected teachers and numerous teaching aids which, together with the constant learning verification tests, ensure the maximum effectiveness of the learning process. The courses on offer at the Rome Business School are divided into:

- Master's Courses
- High Specialization Courses
- Short Courses
- Summer School – Certificate in European Business

Rome Business School employs university lecturers, company trainers, consultants, managers and entrepreneurs chosen because of their proven experience and skills



"I really enjoyed the Rome Business School's course and found it useful for my life and job experience. I definitely recommend it to other students"
Fernando Antonio Kulnig Cinelli - Brazil



International Perspective

Rome Business School is an International Institution that has already hosted students from several countries of the world.

Furthermore, Rome Business School is proud to avail itself of an international **faculty of primary level**, an expression and bearer of the most modern knowledge about management and entrepreneurship.

Rome Business School employs **university lecturers, company trainers, consultants, managers and entrepreneurs** chosen because of their proven experience and skills. The faculty has a strong **multicultural** inclination, with representatives from diverse backgrounds and nationalities. It will synergistically leave you with a patrimony of knowledge for your personal development.

Our selected renewed and highly competent formators are always assessed and rated by students, thanks to our quality assurance system.

Rome Business School is developing an **International didactic and corporate Network**, thanks to several partnerships with business schools, universities and companies:





Values

The centrality of the individual: our cultural commitment is geared to the training of managers, professionals and entrepreneurs capable not only of excelling for their competency, but of distinguishing themselves for their capacity of putting the *individual* (customers, employees, the public opinion) at the center of their actions, thus playing a role in a healthier development of the economy and of society. We are, in fact, working towards a new economic *humanity*.

An ethical and socially responsible approach to enterprise: we believe that the pursuit of business targets must be linked to – and can actually be positively supported by – scrupulous care for the environment, for society in general and for future generations.

Multiculturalism: we consider globalization processes to be a great opportunity to exploit and to open up to promote the coming together, the understanding and the reciprocal valorization of cultures and ideas, the variety of which represents a source of economic and spiritual richness and not a danger to be wary of.

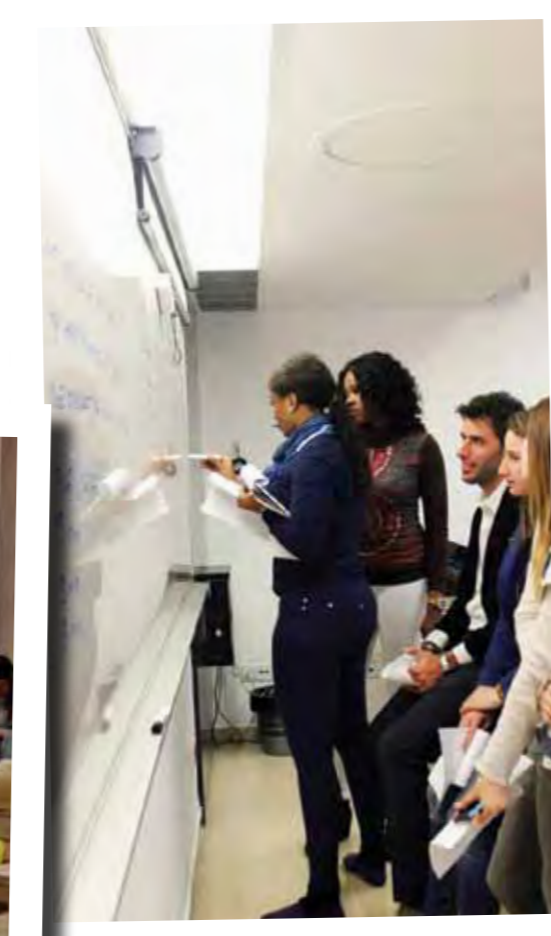
Multi-disciplinarity: we believe that the complexity of the new economic and social scenarios requires the acquisition of advanced capabilities to understand and manage them. For this reason, our teaching approach is geared to provide, as much as possible, a multi-disciplinary and integrated training and to provide new insights into the phenomena and dynamics of our time.

Learning Community: we are convinced of the value of shared intelligence and of each individual's capability of making a contribution in terms of ideas and of knowledge. For this reason, together with our alumni, teachers and partners, our aim is to create a community of people who, through reciprocal exchanges, develops, improves, creates opportunities and plays a part, as a whole, in each other's professional and cultural development.



"The qualified and inspiring teachers have created a beautiful environment for sharing experience and learning."

Mostafa Mohammadi - Iran



International
Paid Internships
in more than
113
countries

Mission

Rome Business School's mission is to train entrepreneurs, managers and professionals to a **level of excellence** in their competence and their ethical approach to business and work, able to play a part in the development of an economic humanity and of a society more prosperous, fair and respectful of the central role of the individual.

Vision

An entrepreneurial school which, from **Rome** – the eternal city, cradle of a millennial civilization – **opens its doors to the world** to promote the professional development of students, professionals and entrepreneurs, to whom it provides **top level competency**, together with an ethical and socially responsible mindset both as professionals and individuals.

A **global learning community**, which creates opportunities for economic and personal growth, through the **involvement** of all its alumni, teachers, partners and friends.





Master's degrees

The Rome Business School Masters offers professional training courses in the fields of: General Management, Marketing, Human Resources and Cultural Management. Master's programs are characterized by:

MBA – Master of Business Administration: The Rome Business School's MBA course represents the ideal choice for managers and professionals who wish to acquire advanced and modern competencies in order to excel as responsible leaders in the global business environment.

Master in Marketing and Communications: The Master in Marketing and Communications at the Rome Business School is an ideal choice for the professional looking for a world-class degree programme in these subjects, to start or consolidate a successful career in an international environment. The quality of the

teaching, paid international internships and the career and networking services on offer all contribute to making this programme the perfect fit for those who seek to excel in the job market and in global business.

Master in International Human Resources: The excellence of the teaching, the international style and the development of new talent are the defining aspects of this Master's Degree. For those who want to invest in their future and wish to play an important and responsible role in the field of human resources, the Master in International Human Resources Management is the ideal course towards the achievement of their goals and aspirations.



Master in Cultural Management: The Master comes from the increasingly strong knowledge of the inseparable link between the managerial skills in the cultural field and the economic development of a specific geographic area. This interesting training course aims to develop a category of professionals in great rise in the labor market. The quality of teaching and the educational excellence of the teachers selected for the Master in Cultural Management of Rome Business School, allow both a wide and detailed preparation. The economic development is increasingly depending on the cultural sector and the access to the latter can provide many job opportunities and personal and professional growth and development.

Executive Master in Political-Electoral Communication and Marketing: Working in politics has never required as many professional competencies as in this historical period. Playing an active role in an electoral campaign on in the life of a party, but also writing about politics on a daily basis, are activities that, without specific training and without the mastery of the most up-to-date techniques, risk being unproductive. In such a framework, the Executive Master's Degree Course in Political-Electoral Communication and Marketing has been designed to enable all those who wish to be or are already involved in these topics to acquire a store of operational knowledge and capabilities of excellence that will support them in concretely contributing to the results.

"The Rome Business School gives you the opportunity to meet excellent people and build up your network while studying in the heart of Italy"
Gabriela Contreras Escobar - Mexico





Why us

- **An excellent training offer**, developed through the careful analysis of the best international experiences, to guarantee you a competitive advantage in the market.
- **A modern training offer**: we provide courses on the most advanced managerial trends and techniques, such as intercultural management and business oriented social media usage.
- **Highly qualified teachers**: all Rome Business School teachers are university lecturers, trainers and managers carefully selected based upon their proven professionalism and experience, capable of transferring to the students both a well defined conceptual framework and valuable references to concrete professional practices.
- **Career-service**: a set of personalized services designed to help our students to access or develop in the job market (internship opportunities, a CV review, inclusion in our database, job interview management support, networking with companies, managers and professionals).
- **Alumni network and community**: participants to our courses are admitted by right to the Rome Business School Alumni Network, a network which enables them to remain in contact with all alumni and teachers, to exchange experiences and share projects and professional development opportunities.
- A **loyalty card** which allows you to accumulate points and get discounts on our training courses.
- **Unique learning content and study materials**: all Rome Business School training courses involve cutting edge teaching content, in line with the best international standards and constantly updated based on the latest cultural trends. With every course, participants also receive a wealth of documentation and suggestions for possible further in-depth studies.
- **A wide range of flexible study methods**, to meet all requirements and make it possible for participants to balance their learning commitments with their personal and professional engagements. Master courses, specialization courses and a rich catalogue of short courses designed to meet all your learning needs. Courses can be taken on campus, remotely and in-house.
- **An applied teaching method**: all courses include exercises and real life case studies, which flesh up the teaching and make it truly valuable for the job market.

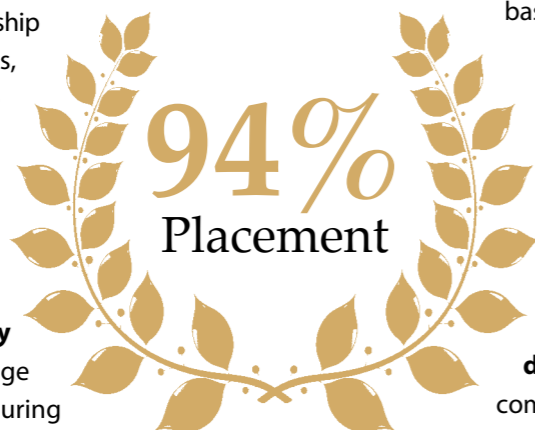
Career Service

Internship

The *Rome Business School*, in partnership with international organizations, provides its students with valuable opportunities for personal and professional development through internships within selected organizations and companies in over 113 Countries. Participating in an internship is a **great opportunity** to put into practice the knowledge and theoretical training acquired during the Master's courses. Through the internship you will get access to the job market and you will have wonderful **opportunities for professional development and growth**.

Career Services also provide applicants with a platform that allows them to make advanced searches, crossing variables such as work type, country, duration, start date,

competences, etc. Within this database students can select specific areas within their professional interests. Furthermore the system also allows to identify and choose the desired internship on the basis of the educational level.



Services

In addition to internships, Rome Business School's students have access to the following services:

- Having their CV inserted in the **Rome Business School's database** and distributed to companies, organizations and head hunters of the Rome Business School's **international network**;
- Free CV review and job seeking assistance
- **Networking meetings** with managers, professionals, and business owners working internationally;
- A **personalized job search** to help you find job opportunities.

Learning Options

The *Rome Business School's* courses can be attended, based upon preference, in either English or Italian, with the following options:

On campus – full time Lectures are held in Rome during the working week

On campus – executive With "Lectures are held in Rome on Saturday

Distance learning For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- Follow lectures with full video and audio
- Interact in real time in audio and video with the teacher and the other attendees
- Collaborate and share documentation

In House

The courses can also be taken in-house - directly at your company, agency, organisation or professional headquarters -.



Distance Learning

Rome Business School courses are available also in distance learning formula. The School not only provides teaching materials, but also includes live online lessons opportunity and the continuous assistance of a personal tutor. This didactic option ensures thus a big training effectiveness, is economically advantageous and allows you a big flexibility in studying. Rome Business School distance learning programs are designed to provide you the maximum support and success.



Training effectiveness, care and economy

Live online lessons

You will be able to follow lessons by professors and experts from the comfort of your home or wherever you are, with the same training effectiveness of the on-campus course. The Rome Business School uses a cutting-edge online platform for distance-learning courses, allowing you to:

- Follow lessons with full audio and video;
- Participate – using real-time audio and video – with the instructor and classmates;
- Collaborate and share documents.

What do you need?

To get the most out of our lessons, here's all you'll need:

- A computer or wireless device with an Internet connection;
- An audio connection – either through your computer or phone;
- A webcam (optional).

Excellent teaching materials

We will provide you with all of the learning materials from the on-campus program (books, lecture texts, etc); you will be able to study and practice from the comfort of your own home, on your own time.

Availability of a Personal Tutor

Besides the wealth of learning materials, you will also benefit from the support of a Rome Business School tutor. The tutor will follow you through the course, helping you to achieve success.

Career service

Participants in the distance learning Master's course are entitled to the same professional opportunities as those in the on-campus course:

- International

paid internships with leading businesses and organizations in over 113 countries;

- Having your CV inserted in the Rome Business School database and distributed to companies, organizations and head hunters of the Rome Business School's international network;
- Free review of your CV;
- Support in managing your job interviews;

Learning tests

For each of the learning modules, you will take contextualized writing tests to keep track of your progress.

Forum dedicated to sharing experiences between students

Through our dedicated online forum, you will be able to talk with and share experiences and ideas with other distance-learning students.

Equal qualifications and certification as the on-campus course

The distance-learning Master program entitles you to the same qualifications and career service assistance as the on-campus program.

Possibility to add classroom lectures

If you want, you can also add to your distance learning, some on campus lectures, in agreement with our secretary office, with extremely advantageous conditions.

Languages

The distance learning formula is available in the following languages:

- Italian
- English



Executive Education

By combining the best of academic knowledge with practical application, the Rome Business School offers training programmes aimed at making companies and organizations grow.

Our executive education programmes are designed for every stage of individual and organizational development, and deliver both short-term impact and long-term transformation.

We shape customized courses based on the specific needs of each organization, combining passion and outstanding expertise in executive development with the goal of boosting organizational performance.

The educational approach always involves a careful combination of precise conceptual references and practical-applied activities, designed to reinforce learning and make it fully functional to the professional and personal needs of the participants.

High Specialization Courses

The Rome Business School, through its High

Specialization courses, provides an opportunity to keep up to date and acquire specific competencies for a successful workplace integration.

The High Specialization courses offer a detailed and in-depth training in the field of business and today's job market. They provide professionalizing tools, techniques and competencies through which it is possible to develop and achieve one's projects in the Communication and Marketing context.

Short Courses

The short courses of Rome Business School are designed to provide entrepreneurs, managers and professionals the opportunity to study specific subjects and update their knowledge.

The educational approach always involves a careful combination of precise conceptual references and practical-applicative activities, designed to reinforce learning and make it fully functional to the professional and personal needs of the participants.





Consultancy Activities

The Rome Business School advises companies and organizations on their most challenging business issues and opportunities with the aim of boosting their results.

It provides a high level of expertise and helps you to set appropriate goals and to accomplish them, expressing the full potential of your business across all industries and countries.

Thanks to the highly qualified consultants it employs, as well as its international network, the Rome Business School will help you to improve the efficacy and effectiveness of your activities on a global scale.

You will be provided with tailored solutions for strategy definition as well as operational improvement in all organizational areas and processes.



Your success is our success



"I would recommend an experience at the Rome Business School to anyone because it develops you and enables you to create a future worthy of the name for yourself"

Carolina Petracchiola - Italy





LeARn To

«LeARn To» is the *Rome Business School's* **exclusive programme** aimed at learning and doing business through art, included in the Master's Degree course. Exhibitions, conferences, concerts and movies for a 360° cultural growth.

The *Rome Business School* intends to use **art in its rich training potential**. Art as a means to remove barriers and stereotypes, as a way to facilitate communication, as a **development of creativity**, as an opportunity for personal and collective insights. Art in its metaphoric value, a symbol of social and organisational life.

Art's didactic value stems from its innate capability to generate a multitude of educational processes in individuals and stimulate a vast array of forms of learning. Art can be the context within which to nurture expressive potentialities and observational and relational capabilities, the starting point for an "artistic/educational" journey through which cognitive experience can be focused onto the integration in an international professional sphere. In fact, through art, **it is possible to learn to communicate by means of a universal language** where differences become riches. Together with an interactive educational design context, it is possible to pursue an even more innovative educational integration between technical and communicational training.





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