



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO



School of  
Management



fondazione  
cariplo



**“Dalle Mura alla Muraglia”**  
**“From the Walled Town of Bergamo to the Great Wall of China”**

## **SPECIALISATION COURSE**

**“Marketing and Managerial Culture for Trade Relations Between Italy and China”**

**The course is aimed at:**

- 15 Chinese graduated students in Engineering or Economics
- 10 Italian graduated students in Engineering or Economics

**The Course begins on 8 th September 2008 and ends in December 2008,  
all the lectures will be in English**

**The course will be held at the Faculty of Economics of the University of Bergamo - via dei Caniana, 2 - 24127 Bergamo, Italy.**



## THE CHANCELLOR

CONSIDERING D.P.R. No. 162 (1982);  
CONSIDERING Law No. 341 (1990);  
CONSIDERING the Statutes of the University of Bergamo;  
CONSIDERING the Course Regulations of the University;  
CONSIDERING the resolutions adopted by the University Senate in its session of 28.05.2007 and by the Board of Administration in its meeting of 29.05.2007 whereby both academic bodies decided to institute and activate masters courses (*master universitari*) and further specialisation courses including the specialisation in “Marketing and Managerial Culture for Trade Relations Between Italy and China”  
FOLLOWING the Decree for admission to the **Specialisation** Course in “**Marketing and Managerial Culture for Trade Relations Between Italy and China**” issued on 26.07.2007, Reg. No. 17137/II/014 (deadline 12 December 2007);  
CONSIDERING the request made by the Course Director of Studies to extend the deadline to allow the applicants to submit to the Italian Diplomatic Representations abroad the documents required according to the notice in order to register for selection

## DECREES AS FOLLOWS

To extend the deadline for submission of applications to 16 June 2008, the deadline for publication of the list of applicants admitted to the Course to 25 June 2008 and the beginning of the course to 08.09.2008.

- To modify Articles 2-5 (shown in italics below) of the Decree issued on 26 July 2007 (Reg. No. 17137/II/014) instituting and activating the **Specialisation course in “Marketing and Managerial Culture for Trade Relations Between Italy and China”** for the 2007/08 academic year within the SDM School of Management of the Business Economics Department **co-financed by Fondazione Cariplo and Pro Universitate Bergomensis** (second edition)

### **Article 1** **Training objectives**

The second edition of the Specialisation course in “Marketing and Managerial Culture for Trade Relations Between Italy and China” is a wake of the positive impact of its first edition, held in the 2005/2006 academic year, whose academic success was confirmed by the high level of satisfaction expressed both by students and by the businesses hosting their internships.

The course, open to 15 Chinese graduates and 10 Italian graduates, aims to develop advanced professional marketing skills by combining technological knowledge and managerial competences with a focus on the marketing sector. Such candidates shall be equipped to contribute significantly to businesses, especially SMEs, seeking to acquire a competitive edge or to strengthen it. This applies in particular to actors interested in developing the Chinese market, whether as a supply source (of part-processed raw materials and finished goods) or as an outlet for core business activities.

Teaching will include traditional lectures as well as interactive classroom activities with direct involvement of students, case-based discussions and group work. It will also rely the contribution of from foreign lecturers and experts in the field.

For Chinese students, the internship will take place in Italy, in internationally established companies, where they will work areas that are directly relevant to their operations, activating the competences acquired in the classroom through direct involvement in business activities.

The course offers young Chinese graduates in Economics or Engineering the opportunity to acquire a strong experience marketing and trade, as it aims to develop professional skills suitable for businesses in need of highly-qualified staff to meet international market challenges.

## **Article 2** **Teaching plan of the course**

**Director of studies: Prof. Mauro Cavallone**

**Course Board:** Mauro Cavallone, Caterina Rizzi, Roberto Terranova, Morena Garimberti, Maria Fernanda Croce, Vanni Maggioni.

### **THE COURSE BEGINS ON 08 September 2008 AND ENDS IN December 2008**

- **Teaching timetable:** lectures will take place daily from 9.00 a.m. to 1.00 p.m. and on three afternoons each week from 2.00 to 6.00 p.m.

*The timetable may be adjusted if necessary for pedagogic or organisational purposes.*

**All lectures, held in English,** will take place in the university building in Via dei Caniana, 2 - 24127 Bergamo.

*The duration of the course is 500 hours, subdivided as follows:*

- 250 hours of classroom work
- 250 hours of internship in Italian companies in Italy

*Lectures cover a total of 9 subjects and include an achievement test:*

INSEGNAMENTO	ORE
<b>Marketing</b>	<b>64</b>
<b>Competition Strategies</b>	<b>24</b>
<b>Management and Its Principles</b>	<b>24</b>
<b>Economics</b>	<b>24</b>
<b>Finance and Control</b>	<b>24</b>
<b>Law</b>	<b>16</b>
<b>Administration</b>	<b>12</b>
<b>Competition Regulations and Customs</b>	<b>12</b>
<b>Cultural Mediation</b>	<b>50</b>

### **Attendance**

*Attendance is compulsory. The maximum absence rate allowed is 25% of hours.*

*The training period cannot be suspended for any reason.*

### **Final qualification**

*Participation in the course will be certified by a Certificate of Specialisation (Attestato di Corso di Perfezionamento) awarded by the University of Bergamo to students who pass the achievement test.*

*Holders of the Certificate of Specialisation who intend to continue their studies at the University of Bergamo may apply for recognition of credits expendable in its Degree/related Specialised Degree/Academic Masters courses.*

### **Article 3** **Conditions for admission and selection criteria**

*Fifteen (15) is the maximum number of places available for applicants resident in China. The University reserves the right not to activate the course if there are fewer than 12 applicants.*

#### **SELECTION OF APPLICANTS WILL BE BASED ON QUALIFICATIONS**

*Attendance of the specialisation course in “Marketing and Managerial Culture for Trade Relations Between Italy and China” is limited to holders of:*

*A recognised non-Italian academic qualification in Engineering or Economics.*

#### **Criteria for admission:**

*Selection for admission to the course will be carried out by the Course Board, based on the qualifications and CV of each applicant and the following criteria:*

- *Mark earned in degree (max 25 points /100);*
- *Age below 30 years and preferably recently-graduated or unemployed (max 25 points /100);*
- *Knowledge of the English language (max 25 points /100) – a certificate proving the applicant’s knowledge of English is preferred, unless his/her degree was awarded by an English-speaking university;*
- *Motivation (max 25 points /100).*

*The minimum score necessary for admission to the course is 60 points /100.*

*With equal scores, precedence will be given to younger applicants.*

***After the selection process, a list of winning applicants will be drafted and published by 25 June 2008 on the course webpage at [www.unibg.it](http://www.unibg.it).***

*The publication of these results will count as an official notification to applicants.*

***The first 15 applicants admitted to the Course shall email a message of acceptance or rejection to [itacina@unibg.it](mailto:itacina@unibg.it) or fax it to the number +39 035 2271930 no later than 01 July 2008. If no such message is received they will lose the right to enrol.***

*Each admitted applicant that accepts to enrol for the course shall pay € 500.00 by bank transfer for enrolment and fax a copy of the receipt to +39 035 2271930 or email the transfer details (payer, bank, date of transaction) to [itacina@unibg.it](mailto:itacina@unibg.it) by 08 July 2008 at the latest or he/she will lose the right to enrol.*

*If no message of acceptance or rejection is received, the place will be offered to the next applicant (reserve) in the list.*

*The secretary will notify the offer of a place to reserve applicants at the email address given in their application for the Course, specifying the deadline by which a message of acceptance or rejection of attendance should be emailed to [itacina@unibg.it](mailto:itacina@unibg.it) or faxed to the number +39 035 2271930 together with a receipt of the bank transfer as described above.*

*This message will count as an official notification; reserve applicants should therefore meet the deadlines to avoid losing their right to enrol.*

***Applicants who reject the offer of a place are required to inform the University in writing by email or fax.***

***Compliance with the aforesaid procedure is a condition for obtaining a Student Visa for entry into Italy and for reserving an airline ticket to reach the course venue in time for the beginning of the Course.***

#### **Article 4 Registration procedure**

*In order to register for selection, each applicant should forward to the University **through the competent local Italian Diplomatic Representation** the following documents:*

- a) *Application for selection: this should be first completed and submitted online, after which the original completed copy should be printed and signed (form available on the course webpage at [www.unibg.it/corsiperf](http://www.unibg.it/corsiperf));*
- b) *original or authenticated copy of Qualification, together with an official translation into Italian<sup>1</sup>, legalised and recognised (legalizzazione e dichiarazione di valore in loco) by the competent Italian Diplomatic Representation in the country under whose law the academic qualification was issued;*
- c) *Degree Certificate specifying the grade earned (and scoring scale) and a list of examinations passed, with an official legalised translation into Italian;*
- d) *signed CV covering the educational and career details needed for evaluation;*
- e) *signed Personal Profile of the applicant containing the information needed for evaluation of qualifications (form available on the course webpage at [www.unibg.it/corsiperf](http://www.unibg.it/corsiperf)). **The Personal Profile should be first emailed to [itacina@unibg.it](mailto:itacina@unibg.it) and then posted to the local Italian Diplomatic Representation together with the other documents;***
- f) *back/front photocopy of the applicant's valid Passport;*
- g) *Certificate proving the applicant's knowledge of the English language (unless his/her qualification was awarded by an English-speaking university).*

<sup>1</sup> *Applicants can have a translation done by a local translator if necessary, providing it is confirmed by the competent local Italian Diplomatic Representation, which can be contacted for further information.*

***Applications for admission to selection, with all the listed documents attached, should reach the University through the local Italian Diplomatic Representation no later than 16 June 2008 (whatever the date on the post-office stamp).***

***Incomplete applications shall not be accepted.***

***Applicants should submit their application and attached documents well in advance to the local Italian Diplomatic Representation, in order to enable the Consulate/Embassy to forward the complete applications within the specified deadline.***

*The administration of the University is not liable for any loss of correspondence due to errors in the residence or address details provided by applicants, or to failed or delayed notification of changes, or to failures in the postal, internet or telegraph services, for which it is not responsible.*

#### **Article 5 Enrolment fees**

*A payment of € 500.00 is required to enrol for the Course.*

*The University undertakes to cover the cost of tuition, board and lodging for the whole duration of the Course. Travel expenses from China to Italy and back are excluded.*

*The University of Bergamo will provide accident insurance cover and it will register admitted applicants with Italy's national health service (Servizio Sanitario Nazionale) for basic healthcare (excluding specialist consultation), limited to the duration of the Course.*

*Applicants should fax to the number **+39 035 2271930** a receipt of their bank transfer proving that a payment of € 500.00 has been made for registration or should email the transfer details (payer, bank, date of transaction) to [itacina@unibg.it](mailto:itacina@unibg.it) **by 08 July 2008 at the latest**.*

*The original receipt of the bank transfer should be handed over at the Postgraduate Office by students on their arrival in Italy.*

*Payment should be made to the following account:*

*Holder: **Università degli Studi di Bergamo***

*Account number: **21084***

*Bank: **Banca Popolare di Bergamo SpA***

*Code: **ABI 05428 CAB 11101 IBAN IT43L054281110100000021048 SWIFT BEPOIT22020***

*Purpose: **CdP ITACINA 0708 – [followed by applicant's surname and first name]***

***Applicants who fail to complete registration by paying the required fees within the deadline will be treated as if they had withdrawn their application.***

*Enrolment fees can only be reimbursed if the Course is not activated.*

## **Article 6**

### **Person in charge of procedures**

Under law No. 241/1990, the person in charge of administrative procedures is Dott.ssa Morena Garimberti, Director of Faculty and Departmental Administration Services.

## **Article 7**

### **Processing of personal details**

Under DLgs No. 196/2003, the University undertakes to treat all information supplied by applicants as reserved: details provided will be used only for purposes relevant to the course and if necessary for educational/administrative links with the University in line with current regulations.

## **Article 8**

### **Additional information**

Any variation or addition to the content of this decree will be announced by publication on the course webpage at [www.unibg.it](http://www.unibg.it).

If the documents submitted are found to contain false statements or information or involve false documents, the applicant (apart from the criminal sanctions specified under articles 75 and 76 of DPR No. 445/2000) will be automatically excluded from the course and lose any benefits attained.

The administration of the University is not liable for any loss of correspondence due to errors in the residence or address details provided by applicants, or to failed or delayed notification of changes, or to any failure in the postal, internet or telegraph services, for which it is not responsible.

**Contacts:**

In China:

Nuovo Mondo International China Ltd.-

Shanghai Overseas Chinese Mansion

Unit 2007 - 129 Yanan West Rd 200040 Shanghai P.R.CHINA

Tel. +86 21 62497528

Fax + 86 21 62491655

Email [m.tchen@nuovomondo.com](mailto:m.tchen@nuovomondo.com)

In Italy :

University of Bergamo

Postgraduate Office

Telefono: +39 035 227 1924/ 1923 / 1922

Fax: +39 035 227 1930

[www.unibg.it/corsiperf](http://www.unibg.it/corsiperf)

email: [itacina@unibg.it](mailto:itacina@unibg.it)

Bergamo, 12.12.2007

Decree Reg. No. 30107/II/014

THE CHANCELLOR  
(Signed Prof. Alberto Castoldi)