



**ROME
BUSINESS
SCHOOL**

BETTER MANAGERS
FOR A BETTER WORLD

Who We Are



Rome Business School offers Master's and MBA programs, available both on campus and online, as well as Executive Education training programs. Our unwavering and ambitious international vision aims to train global leaders capable of managing companies worldwide with an innovative, visionary, and sustainable approach.

Join us to transform your future and become the leader the world is waiting for.
Together, we create better managers for a better world.

A Family Committed to Global Education

Rome Business School is a member of **Planeta Formación y Universidades**, an international network created by **De Agostini and Grupo Planeta** that embodies a strong commitment from both companies to university education and vocational and lifelong training.

This international higher education network boasts twenty-two educational institutions across Spain, Andorra, France, Italy, the USA, and Colombia. Each year, more than 145,000 students from all five continents receive training through its business schools, universities, specialist further education colleges, and vocational and lifelong training centers.

As a diversified business division of two large publishing, communication and entertainment groups, Planeta Formación y Universidades upholds a set of essential high business values. This leading and enterprising spirit is now combined with the latest technologies and the ambition to deliver for global communities.

HIGHER EDUCATION NETWORK

 Planeta Formación y Universidades

BETTER MANAGERS
FOR A BETTER WORLD

Institutions	Countries	Years promoting talent and innovation
22	8	+20
Students each year		
+145.000		
Internship and jobs managed per year		
+33.000		
organizations collaborating in the design and development of the programs		
+20.000		
Agreements with educational institutions around the world	Agreements with educational institutions around the world	
+300	+5000	



Nicola Drago | Vice President DeAgostini
during the Graduation Ceremony 2025

The most International Business School in Italy

It is our belief that, in order to close the gap between the academic world and the job market, we must expand our perspective. This is why, ever since Rome Business School was founded, we have focused our efforts on creating a multicultural, diverse learning environment. We are now the most international business school in Italy, with students coming from more than 150 countries.

Therefore, choosing Rome Business School for a higher education program does not just mean receiving a top-level education, but also coming in contact with brand new perspectives and building strong and lasting bonds that span distances.

1st

Most international
Business School in Italy



Job and internship offer each year all over the world. 3480 in Italy.

7.893

Partnership agreements with National and International companies

1.403

International Managers member of the Corporate Advisor Board

115

National and International Employability Partners

586

Incubated start up projects with further acceleration opportunities

+33

Universities partnerships and agreements in 65 countries and 4 continents worldwide

287

Placement rate

98%

Professors of which 32% are international

+237

Students from 150 countries

+2.691

National and international events every year in collaboration with multinational companies, including talks, conferences, workshops, webinars and meetings

+209

Masters recognized as world's best by International Rankings

23

Startup ideas generated since the Entrepreneurship services were launched

181

International companies involved Company Visits

+205

Candidates requesting information each year in the

52.550

Some of Rome Business School University Partners

ARGENTINA
Mundos E Business
School
Universidad
Empresarial Siglo 21

ARMENIA
Eurasia International
University

AUSTRIA
Cives Solutions

BELARUS
School of Business
and Management of
Technology of BSU

BELGIUM
Université de Liège

BRAZIL
Baiana Business
School
Fucape Business
School
Pontificia
Universidade Católica
do Paraná
Strong Educational
Universidade Federal
do vale do Sao
Francisco

CHILE
Universidad Andres
Bello
Universidad de
Chile - Facultad
de Economía y
Negocios
Universidad Mayor

CHINA
Zhejiang Financial
College
Jiaxing Vocational &
Technical College

CYPRUS
Cyprus Institute of
Marketing
Global Business
University - Europe
Open University of
Cyprus

COLOMBIA
Politécnico
Grancolombiano
Pontificia Universidad
Javeriana - Bogotá
Universidad EAFIT
Universidad del Norte
Universidad Pontificia
Bolivariana UPB

**DOMINICAN
REPUBLIC**
Pontificia Universidad
Madre Maestra
PUCMM

ECUADOR
Universidad Pontificia
Católica del Ecuador
Universidad San
Francisco de Quito

ETIOPIÁ
St. Mary's University

FINLAND
Turku University of
Applied Sciences

FRANCE
EDC Paris
Business School
ESLSCA Business
School – Paris
Toulouse Business School
ESSCA School of
Management
Magellan Institute
Université Paris-
Est Creteil Val-de-
Marne
Sup de Luxe

GEORGIA
Business and
Technology
University
Tbilisi State University
Caucasus University
Georgian National University

GERMANY
University of
Heidelberg

HUNGARY
University of Pécs

INDIA
City College
Jayanagar
Don Bosco School
of Management
Hindustan College
of Arts & Science
Indian Institute
of Logistics

IRELAND
Galway Business
School
Dublin Business School

KYRGYZSTAN
Makhumud Kashgari
Barskani Eastern
University

MACEDONIA
Institute of
Communication
Studies

MEXICO
Escuela Bancaria
y Comercial - EBC
Universidad Anáhuac
del Mayab
Universidad
Autónoma de
Guadalajara
Universidad de
Guadalajara - Centro
Universitario de Arte,
Arquitectura y Diseño
Universidad de
Veracruz

MOROCCO
ESLSCA
Business School -
Rabat

MYANMAR
WEBS
College

NIGERIA
Rome Business
School Nigeria

PERU
Universidad de
Ciencias Aplicadas -
UPC
Universidad de Piura
Pacífico Business School

POLAND
University of Economics &
Human Sciences in Warsaw

PORTUGAL
Instituto Politécnico
de Bragança
ISAG – European Business
School
Universidade da
Beira Interior
Universidade
do Algarve
Porto Business
School

QATAR
Al Rayyan
International
University College

RUSSIA
Southern Federal
University
St. Petersburg State
Electrotechnical
University "LETI"

SLOVENIA
DOBA
Business
School
EMUNI University

**SOUTH
KOREA**
Woosong University
SPAIN
EAE Business School
International
University of Valencia

SWITZERLAND
Swiss School of Business
and Management

TURKEY
Abant Izzet Baysal University
IBA – International Business
Academy
UAE
Capital University College

UKRAINE
International Institute
of Business
Kyiv-Hoyla Business School
Ukraine University

UK
Bayes Business School
Teesside University
Salford University- Salford
Business School

USA
Ducere Global
Business School
Florida International
University
HAC Business School
Kean University
PACE University
USIL Miami
University of West Georgia
Savannah College of Arts
and Design
Washington State University
Youngstown State University

287

Universities

65

Countries

4

Continents

Dedicated to your success

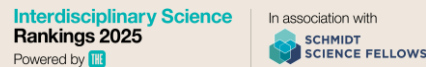
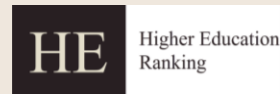
Rome Business School is committed to maintaining high standards of academic quality and professionalism, as evidenced by its rankings and ratings among business schools. The school excels not only in its educational programs and career opportunities but also in its dedication to sustainability and social responsibility. Thanks to this comprehensive approach, Rome Business School continues to be a prestigious choice for students and professionals

Rome Business School has been included in

9 with **23**

International
Rankings

Master Programs
ranked



RBS Rankings

1st
for Graduate Outcomes
MBA



3rd
In Italy
Executive MBA



6th
In Italy
International MBA



26th
Worldwide
MBA



23rd
In Europe
International Online MBA



61st
In Europe
Executive MBA



81st
In Europe
International MBA



5
RBS Masters among
the best in Italy, Europe
and the world.



International Master
in Supply Chain Management
3RD IN ITALY
81-90ST WORLDWIDE

International Master in Data Science
60TH IN EUROPE

International Master in Finance
94TH IN EUROPE

Global Master in Marketing and Growth
Hacking

3RD IN ITALY
65th IN EUROPE

Global Master in International Management
101ND IN EUROPE

1st
and only

ITALIAN BUSINESS
SCHOOL
INCLUDED IN THE
RANKING



161
countries
INTERNATIONAL
STUDENT BODY



**Research
activity:**
RECOGNIZED
FOR GROWTH
AND INDUSTRY
RELEVANCE



RBS Rankings

1st

In Italy

Executive MBA



9th

Worldwide

Executive MBA



15th

Worldwide

International Online
MBA



TIER 1

Globally

International MBA



12th

In Europe

International MBA



11

RBS Masters among
the best in the world
and in europe in
their fields.



International Master in Data Science

3rd in Italy

55th Worldwide

Global Master in International Management

6th in Italy

98th in Europe

International Master in Arts and Culture Management

3rd in Italy

36th position

International Master in Fashion Management

4th in Italy

22nd Worldwide

International Master in Food and Beverage Management

6th in Italy

26th Worldwide

International Master in e-Health Management

3rd in Italy

97th Worldwide

International Master in Tourism and Hospitality

2nd in Italy

39th Worldwide

Global Master in Human Resources and Talent Development

6th in Italy

60th in Europe,

Global Master in Fashion & Luxury management

6th in Italy

32th Worldwide

International Master in Sport Business Management

2nd in Italy

40th Worldwide

International Master in Agribusiness

2nd in Italy

45th Worldwide

**Antonio Ragusa**

Dean of Rome Business School

“In a world where the economy never pauses, driven by fierce competition and market uncertainties, the need for versatile and visionary leaders has never been greater. At the Rome Business School, we are dedicated to shaping today’s talents into tomorrow’s leaders, individuals who are not only ambitious but also deeply humanistic, cross-cultural, and driven by dreams.

Our programs are designed to enhance your abilities, ignite your creativity, and accelerate your career, all while grounding you in the values of diversity, innovation, and sustainability. We pride ourselves on fostering an open-minded, dialogue-driven environment that adapts to the evolving needs of our students. Your passion fuels our mission, and your ideas are the catalyst for transformative change, both for yourself and the world.

We are committed to cultivating future managers, entrepreneurs, and professionals who excel with integrity and ethics, leading us into a new era of modernity and progress. If you aspire to be an inspirational leader who guides your company towards success, let us guide you on this journey. You are in good hands. You are one of us!”

Accreditations

Public Accreditations

Italian Republic and Chamber of Commerce

Rome Business School is legally certified and authorized 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".
n.rea – rm-1364167.



European Union

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.



Teesside University

Thanks to a partnership with Teesside University, through the Bachelor in Business Economics, our students acquire 180 University Credits (CFUs) equivalent to 360 University Credits. The partnership between Rome Business School and Teesside University is aimed at connecting and combining two educational complementary approaches, to ensure a well-rounded experience for students.



Business School Accreditations and Memberships

EFMD

Rome Business School is a Member of EFMD, a global, non-profit membership-driven organization specializing in management development. EFMD is a globally recognized accreditation body for business schools, their programs, and corporate universities on a global scale. It strives to develop socially responsible leaders and managers looking for connection opportunities.



EOCCS – EFMD Certified

A suite of 4 courses of our International Master Online in HR & Organization and a suite of 3 courses of our International Master in Marketing & Sales within the managerial core competences are EOCCS certified by the EFMD (European Foundation for Management Development). This prestigious certification demonstrates the quality of the Rome Business School online courses. RBS is one of only two business schools in Italy certified by EOCCS-EFMD.



ASFOR ACCREDITATION

Our International MBA, Executive Master in Marketing and Sales and Master in HR & Organization are accredited by ASFOR as among the best master programs in terms of giving their students an education in management.

The accreditation verifies that the Master is qualified to disseminate a 4.0 leadership culture in order to grow a future generation of managers equipped to tackle the challenges of modern society and its digital transformation.



PRME

Rome Business School is a member of Principles for Responsible Management Education (PRME), a United Nations-supported initiative and a platform for raising the profile of sustainability in schools around the world. PRME equips today's business students with the understanding and ability to deliver change tomorrow.



EADL

The European Association for Distance Learning represents all the privately-owned and non-governmental European organizations offering high quality and educationally sound distance learning. EADL aims to improve the quality and acceptance of distance learning to ensure the maximum benefit for students.



PWA

A non-profit networking organization that supports and promotes the interests of professional women of different nationalities, from diverse cultural environments, welcoming women from various professions at different levels and from different sectors.



Professional Certifications

PMI - Project Management Institute

Rome Business School is a member of Principles for Responsible Management Education (PRME), a United Nations-supported initiative and a platform for raising the profile of sustainability in schools around the world. PRME equips today's business students with the understanding and ability to deliver change tomorrow.



CSCMP

Rome Business School is a member of CSCMP, the leading worldwide professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management. CSCMP aims to develop practice, competences and networking among Italianspeaking Supply Chain Professionals.



DASCA

Rome Business School is accredited by DASCA. The Data Science Council of America (DASCA) is the most authoritative institution in the world to recognize the best data science education programs. In Italy, Rome Business School is the first Business School to receive DASCA accreditation. DASCA accreditation certifies cutting-edge training, close to the world of work, which improves learning and results in terms of student employability.



GARP

The Global Association of Risk Professionals (GARP) is a leading organization dedicated to advancing the risk management profession. It offers the Financial Risk Manager (FRM) certification, a globally recognized credential that equips professionals with the skills to manage financial risk effectively. GARP fosters a community of practitioners committed to best practices and continuous learning in the dynamic field of risk management.



CFA

The CFA Institute is a global association of investment professionals, offering the prestigious Chartered Financial Analyst (CFA) designation. It promotes high ethical standards, advanced financial education, and rigorous certification for professionals in finance and investment management.



EGE

EGE is a certification for professionals specializing in energy management, offered by accredited bodies under the UNI CEI 11339 standard. EGE ensures that certified individuals possess the expertise to analyze, optimize, and manage energy use in industrial and civil contexts. By fostering energy efficiency and sustainability, EGE-certified professionals contribute to reducing energy consumption and environmental impact, helping organizations comply with national and international energy regulations.

STR

The Sustainable Travel International (STR) provides the CHIA (Certified Hospitality Industry Analytics) certification, focusing on data-driven insights and analytics for the hospitality industry. CHIA equips professionals with skills in hotel performance metrics, revenue management, and market trends.



A Bridge between University and Industry

Driven by the will to continuously improve our range of higher educational programs and keeping up-to-date with the trends of the job market, we have developed the Corporate Advisory Board, to embody the spirit of collaboration between students and the reality of the management world.

Rome Business School – Learning Experience is tailored and built to meet the highest standards of quality required to succeed in the today's working environment.

Shape your professional path and image through 3 pillars:

Purpose-Driven

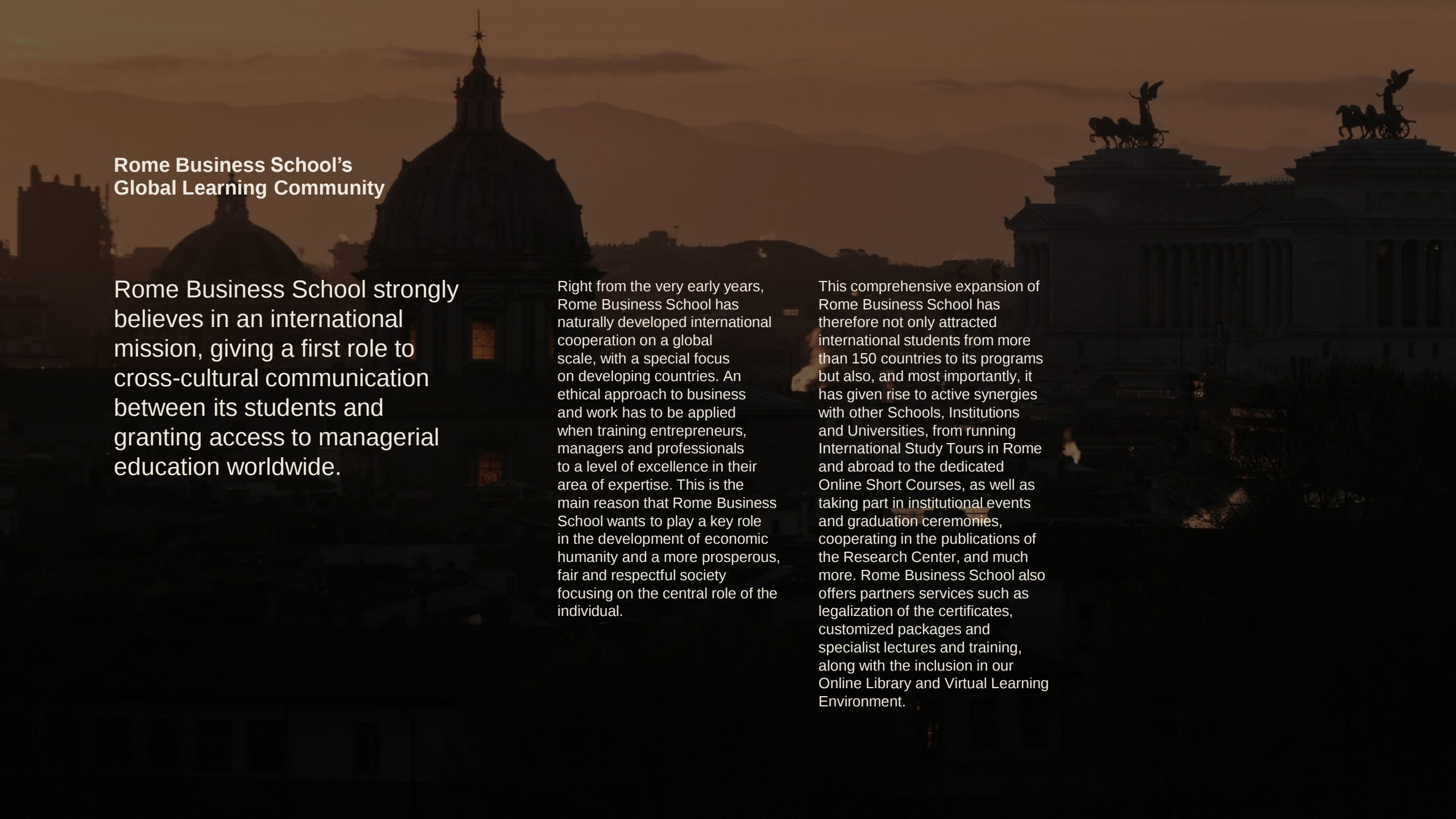
These initiatives cultivate purpose-driven leadership by promoting ethics, responsibility, and social impact. Business Ethics, CSR, and Fair Employability ensure integrity, while global partnerships and NGOs drive positive societal change. Research and alumni projects focus on long-term solutions, fostering a socially responsible mindset that shapes leaders for a better world.

Impactfulness

These activities collectively provide a transformative experience by bridging academic knowledge with real-world application. They enhance employability through direct industry exposure, practical learning, and networking opportunities. Leadership programs and certifications prepare students for executive roles, while hands-on projects foster problem-solving and innovation. Together, they equip students with the skills, connections, and confidence needed to thrive in a competitive global job market.

Openness

These activities foster a culture of openness by embracing global perspectives and diverse experiences. Global Trends Lab and Electives expose students to international issues and innovative solutions, while the Global Community and Network build connections across cultures. Bootcamps, international activities, and an international faculty deepen cross-border learning. Open Garden and Cultures on Stage celebrate diversity, encouraging students to engage with different viewpoints and fostering a truly global mindset.



Rome Business School's Global Learning Community

Rome Business School strongly believes in an international mission, giving a first role to cross-cultural communication between its students and granting access to managerial education worldwide.

Right from the very early years, Rome Business School has naturally developed international cooperation on a global scale, with a special focus on developing countries. An ethical approach to business and work has to be applied when training entrepreneurs, managers and professionals to a level of excellence in their area of expertise. This is the main reason that Rome Business School wants to play a key role in the development of economic humanity and a more prosperous, fair and respectful society focusing on the central role of the individual.

This comprehensive expansion of Rome Business School has therefore not only attracted international students from more than 150 countries to its programs but also, and most importantly, it has given rise to active synergies with other Schools, Institutions and Universities, from running International Study Tours in Rome and abroad to the dedicated Online Short Courses, as well as taking part in institutional events and graduation ceremonies, cooperating in the publications of the Research Center, and much more. Rome Business School also offers partners services such as legalization of the certificates, customized packages and specialist lectures and training, along with the inclusion in our Online Library and Virtual Learning Environment.

International Faculty

At Rome Business School, lecturers are a distinguished group of international academics, innovative and disruptive executives who bring their skills and knowledge to life every day in their respective fields. Students will benefit from the insights of professionals actively working with leading national and international companies, offering you emerging perspectives from real-world business cases.



Our teaching methodology is designed to ensure the acquisition of both theoretical knowledge and practical skills, providing competences that directly foster professional growth. The faculty collaborates with the Advisory Board and the Academic Management team to keep our programs current and highly applicable to the professional world.

With over 200 professionals and academics, Rome Business School's faculty embodies an international, interdisciplinary, and collaborative approach to education. Remarkably, 90% of our lecturers blend their teaching with active roles in various sectors of the international business market. They combine academic rigor with practical tools, techniques, and methodologies, enhancing your learning journey and aligning your profile with job market demands right from the start.

Lecturers and professors

237

Companies represented

+100

93%

of them currently work professionally in the field as industry experts, consultants, entrepreneurs, managers and practitioners

of them are academic professors

18%

of them are international

39%

of them are Italian

41%

of the faculty holds an MBA or PHD

56%

industries represented on the faculty

31

74%

International Career: Professors Working in Multinational or have experience abroad Italy

A Team of International Leaders

The students will be guided by experts throughout every step of the Master. Your progress along your professional path will be guided and steered by an ever-growing number of professionals, including high-level managers of the Corporate Advisory Board and an extensive team of international academic professionals.

Corporate Advisory Board		Members
1		133
Areas	CEO and General Management	Marketing, Sales and Communication
8	27	30
Startups, Founders, Innovators	Operation and IT	Human Resources
12	12	24
Finance	Future Makers	Not for Profit
16	8	6

Corporate Advisory Board

The Corporate Advisory Board embodies the spirit of collaboration between the academic world and the real management sphere by becoming one of the key players in the Quality Assurance Process, the process of continuous improvement of the Rome Business School's range of Management Training programs.

Composed of 133 leaders, managers and professionals from key areas of national and international businesses, through the Corporate Advisory Board, Rome Business School implements a process of continuously updating its training programs, relying on numerous business interactions and inputs provided by the members of the committee in the annual meetings and discussions with the School.

The Advisory Board Method

- 1 Guiding the Business School with respect to defining the best strategy to ensure continuous improvement in the quality and innovation of management
- 2 Improving the quality of the range of management training programs offered based on the real needs of the labor market.
- 3 Collaborating with representatives of major multinational and national companies to generate synergies of great value for both the academic and corporate worlds. By promoting research and business with the support of professionals from different companies, the Advisory Board facilitates the research and analysis of key business processes, such as Finance, Logistics, Marketing, Sales, Communication, Human Resources, Management Strategy and Project Management.
- 4 Having representatives of leading companies in the market who guide and support RBS and enable the school to improve the key skills and knowledge of the training programs run by RBS.

A bridge between education and industry

At Rome Business School, collaboration with companies is at the heart of every Master.

Through Business Practice Lab, Company Visits, Company Meetings, Capstone Project, students engage directly with professionals and organizations across industries. This constant interaction bridges theory and practice allowing our students to gain real insights, expand their skills, and connect with key players in the market. From day one, they become part of a dynamic network that opens doors to opportunities and drives their professional growth.



Company Visits

Students gain first-hand insights into how leading companies operate across different industries. Each visit, guided by company managers, focuses on key business functions and strategic topics directly connected to the Master's curriculum.



Company Meetings

Company Meetings give students the opportunity to engage with professionals from top national and international firms. Through interactive sessions, they explore corporate values, strategies, and career opportunities, while building valuable connections with organizations such as Deloitte, Gucci, Ferrari, Coca-Cola HBC, American Express, Ikea, and many more.



Business Practice Lab

Led by managers from the School's partner companies, the Lab offers practical, hands-on experiences tailored to each Master's objectives — transforming theory into real professional skills.



Capstone Project

A real-world business challenge that transforms learning into impact. Working in teams, students develop strategic solutions and marketing plans addressing real or simulated company cases. Guided throughout the process by faculty and professionals, they apply the knowledge gained during the Master to create actionable strategies and present their results to the Academic Committee.



Case Study | Armani Hotel: Redefining Luxury Through Immersive Experience

Luxury today is defined by immersion, not ownership. Armani has pioneered lifestyle branding by merging fashion, hospitality, and culture into a single, coherent experience. This open lesson analyzes how leading luxury brands design multi-sensory environments that embody aspiration and authenticity, with a deep dive on **Armani Hotel** as a flagship case. We bridge theory and practice to show how design, service choreography, and data-driven personalization create measurable business value and talent-ready competencies.

Why This Topic, Why Now

- **A global laboratory** for experiential luxury: hospitality and lifestyle brands increasingly focus on creating immersive, emotional and culturally adaptive experiences.
- **Talent relevance:** Companies are seeking professionals skilled in **experience design, cross-cultural branding, and omnichannel personalization**.
- **Industry alignment:** The Armani Hotel exemplifies **brand-as-place** where architecture, interiors, service standards, and digital touchpoints express a single brand DNA.
- **Academic value:** The session connects marketing theory, design thinking, and service operations, strengthening curricula in **Luxury Management, Hospitality, Fashion & Design, and International Marketing**.

Learning Outcomes

By the end of the session, participants will be able to:

- Explain the **Experience Economy** and its impact on luxury purchase behaviour.
- Deconstruct a **brand ecosystem** (product, space, service, digital) using Armani Hotel as a blueprint.
- Apply **sensory branding** and **cultural adaptation** principles to propose improvements to a hospitality/luxury concept.
- Outline **omnichannel** and **AR/VR** opportunities that extend the on-property experience.
- Recommend **experience KPIs** (engagement, attachment, revenue per guest, repeat intent, NPS) and link them to design choices.
- Articulate the role of **sustainability** and **authenticity** in next-gen experiential luxury.

Ferrari: Driving Luxury Beyond the Road

Luxury in 2025 is experienced, not simply owned. Ferrari exemplifies this shift by transforming performance engineering into a place-based lifestyle—interweaving mobility, tourism, hospitality, culture, and high-end services. This open lesson connects brand strategy, service design, and digital innovation to show how exclusivity, heritage, and technology create measurable value for companies and destinations.

Why This Topic, Why Now

- **Global demand:** the luxury and premium mobility sectors are increasingly focused on experience design, emotional branding and customer loyalty.
- **Industry demand:** Employers seek graduates fluent in **experience design**, **scarcity management**, **omnichannel personalization**, and **sustainable performance**.
- **Academic relevance:** The Ferrari case links **marketing**, **operations**, **hospitality**, **tourism**, and **data analytics**, strengthening interdisciplinary curricula.
- **Strategic fit:** The lesson explores how iconic brands partner with destinations to **extend spend**, **length of stay**, and **loyalty**—key priorities for tourism and economic diversification.

Learning Outcomes

By the end of the session, participants will be able to:

- Explain how **design and emotion** fuel desire in high-performance brands (the “Ferrari Myth”).
- Evaluate **exclusivity & scarcity** as strategic levers (limited series, queues, controlled accessibility).
- Map **customer experience** across physical and digital touchpoints (dealerships, clubs, events, concierge, apps).
- **Analyse integrations** between luxury brands, tourism, and lifestyle ecosystems.
- Propose **omnichannel and AI-driven** personalization initiatives for premium journeys.
- Recommend **sustainability pathways** (hybrid/electric, materials, operations) that keep passion alive while advancing green innovation.

Thank you!

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