

Global Advanced Management Program

Join the Elite of Global Business



#SDABOCCONIGAMP





GAMP®

**Immerse yourself
in one of the world's
most valuable
executive programs.**

**Learn to think
globally and compete
more strategically.**



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A man with glasses, wearing a white shirt and a green tie, is standing at a podium and speaking. He is gesturing with his hands. The background is dark with vertical lines. The text "Message from the Program Directors" is overlaid in white. There are three vertical lines at the top and bottom of the page.

Message from the Program Directors

Message from the Program Directors

We welcome your interest in the Georgetown |ESADE|SDA Bocconi Global Advanced Management Program (GAMP®). It is a unique opportunity to enhance your management and leadership skills as a senior executive, refine your judgment and strengthen your ability to solve complex problems in a highly globalized world.

With sessions in the United States, China and Spain, you will have the chance to learn through immersion, interaction and networking. This will give you valuable context and a direct link to the real-time challenges of the global marketplace. Designed to make the most of the three best business schools worldwide, the program also draw faculty experts from Georgetown's Edmund A. Walsh School of Foreign Service and from Antai College of Economics and Management (Shanghai JIAO TONG University).

An additional key asset of GAMP® is its intimate working environment. You will work closely with highly accomplished peers, get the latest insights from leading academics and meet visionaries from both business and government. As a result, GAMP® provides a unique platform to gain highly

valuable input on groundbreaking management concepts while enhancing your strategic leadership capabilities in an international context.

Today's interconnected world needs leaders who understand the complexity of the competitive environment. Of equal importance is their ability to define the best strategy to drive results within this environment. With this in mind GAMP® includes innovative aspects such as the Leadership Development Plan (LEAD), which enhances the capabilities you need to inspire and implement changes. The Personal Well-Being Plan will help you lead yourself as well as you lead others, and your network will expand as you gain access to 140,000 alumni in more than 180 countries. These elements, together with GAMP®'s rigorous curriculum, will give you the tools, the skills and the experience to reach your full potential.

If you are seeking an intellectual and professional challenge that will position you for success in the global business arena, we look forward to meeting you.



Academic Directors

Teresa Corrales. Antonello Garzoni



GAMP® Advisory Board

Paul Almeida. Joaquín Cava. Pedro Parada. Sandro Castaldo.

A rowing team of nine people is seen from behind, rowing a long wooden boat across a calm body of water. The water reflects the sky and the rowers. In the background, a city skyline is visible, featuring several prominent buildings with spires and a large brick building. The sky is overcast and grey. The overall mood is serene and focused.

The Alliance

Three top Business Schools
have joined forces to design
an exclusive program.

The Alliance

ACADEMIC EXCELLENCE

Firmly anchored in the values of academic excellence and strengths of the three institutions, the **Global Advanced Management Program (GAMP®)** combines the interdisciplinary expertise of Georgetown in geopolitics, diplomacy and international business with those of ESADE and SDA Bocconi in top-ranked executive education programs.

All three institutions are fully accredited by the world's three leading benchmarking associations:



Georgetown's McDonough School of Business

Ranked 2nd Non-degree U.S. Program for International Clients by Financial Times 2013.

Ranked 4th U.S. Program for Faculty Diversity by Financial Times 2013.

Ranked 5th U.S. Program for Future Use Financial Times 2013.

New \$85-million building, providing state-of-the-art facilities.

Georgetown University was founded in 1789 and its business school formed in 1957.



ESADE Business School

Ranked 3rd Best European Business School by Financial Times 2013.

Ranked 5th Worldwide Executive Education Programs by Financial Times, 2014.

Ranked 5th Worldwide, Executive Education Programs by América Economía 2013.

Campuses in Madrid and Barcelona.

Founded in 1958.



SDA Bocconi School of Management

Ranked 8th Best European Business School by Financial Times 2014.

Ranked 7th Best Custom Programs by Financial Times 2014.

Ranked 3rd MBA Program outside US - Forbes 2013.

Campuses in Milan and Mumbai

Università Bocconi was founded in 1902 and its School of Management formed in 1971.

A photograph of two men in business attire standing on a staircase. The man on the right is leaning on a wooden handrail and has his hand on the shoulder of the man on the left. The word "Overview" is overlaid in white text in the center. There are decorative vertical lines at the top and bottom center of the image.

Overview

Overview

Profile: Senior executives with a minimum of 12 years of professional experience

Format: Three 1-week modules

Duration: July-November

Location: Washington, Shanghai and Madrid

GAMP® addresses the needs of today's senior executives in highly internationalized organizations, and in organizations that are about to join the international arena. Leaders acquire the tools and skills necessary to manage global teams effectively and efficiently across multiple economies and cultures. The program prepares participants to think globally and compete strategically through a powerful leadership model based on collaboration, innovation, and internationalization.

GAMP® is delivered in three 1-week modules, every two months, in three different continents: North America, Asia and Europe. This gives participants valuable context and a direct link to real time challenges of the global marketplace.

“The GAMP® program was excellent. I truly enjoyed the holistic approach to management and strategic leadership, which included the role of government, innovation, self-management, communication, values, strategic marketing, corporate strategy, leadership and power. The caliber of professors and students was also first-rate.”

Throughout the program, they will also have the chance to grow their network across different countries and cultures, engage in new experiences, and embed their newly acquired knowledge in their day-to-day work.

Three week modules, in three continents, every two months:

MODULE 1 Washington D.C.

Global business environment

MODULE 2 Shanghai

Going global: innovation and operations

MODULE 3 Madrid

Leading and making decisions at the top



Herb Riband

Vice President Value, Access & Policy,
AMGEN

USA, living in Switzerland

A photograph of a middle-aged man with glasses, wearing a dark suit jacket over a light-colored shirt, sitting at a table and gesturing with his hands while speaking. The background is a blurred office setting with vertical blinds. The text 'The Program' is overlaid in white serif font in the center of the image.

The Program

The Program

A TYPICAL GAMP® MODULE*

Georgetown|ESADE|SDA Bocconi Global Advanced Management Program (GAMP®)

Module 1 - Washington, D.C.: Global Business Environment

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Optional Personal Training	Mind and Body Exercises					
	Defining Success	Business, Government, and the Global Economy	Capital Markets and You	Business, Government, and the Global Economy	Value: How to Measure It	Business, Government, and the Global Economy
		LEAD, Leadership Development				
	Lunch					
	International Business Management	Cross Cultural Management	International Business Management	Private Wealth Management	International Business Management	GAMP® Forum
Meet in Hotel Lobby at 6pm	Dinner	Dinner	Dinner	Cultural Experience: Baseball Game	Field Visit: U.S. Chamber of Commerce	Partners Program
Washington Walk and Dinner	EDLI: Introduction	CEO Forum: World Bank	Dinner and Panel			
Group Work / Flex Time						

**The structure and/or content may be altered depending on faculty, market dynamics and company demands.*

The Program

MODULE 1

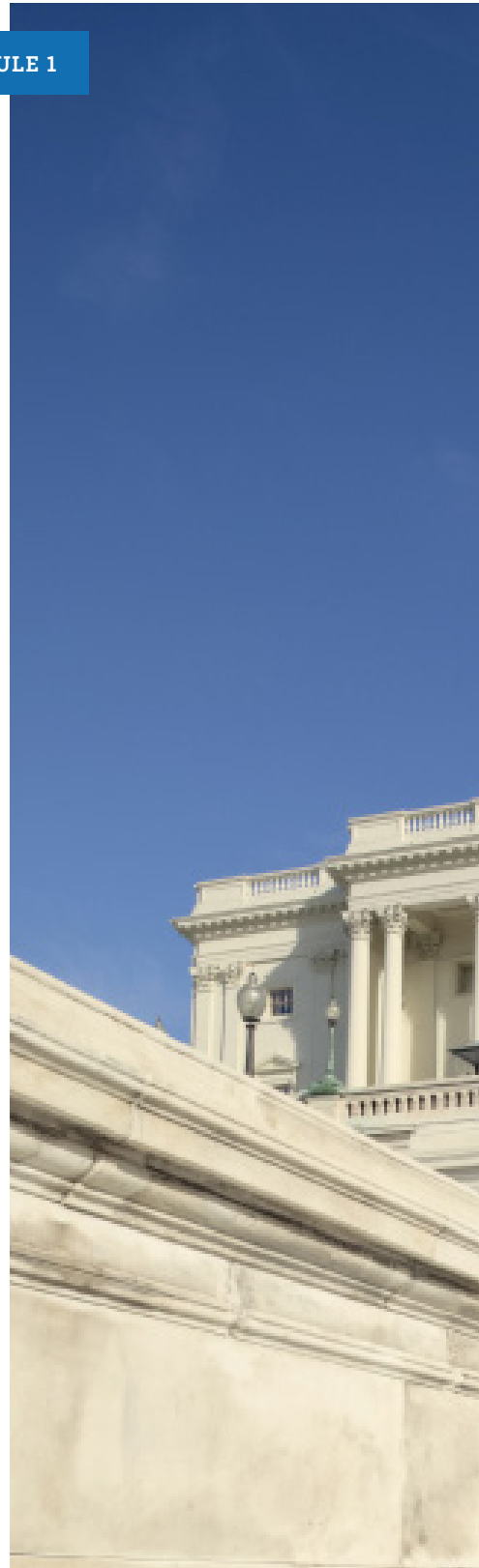
Global business environment

Examines the factors that shape and drive the global economy and analyzes their implications for business.



WASHINGTON, D.C.
(Georgetown University)

- What is “globalization”? How does it affect patterns of trade and investment? What does it mean for the role of multilateral institutions and governments?
- How does globalization affect business today? Which industries are more/less globalized, and why? How will it affect consumers in the future?
- What does globalization mean to today’s senior executives? What analytical frameworks and tools can senior executives employ to design and build a global firm that will succeed? How do leaders negotiate across cultures in a globalized world?
- What strategic, economic, and financial factors have an impact on the globalization of industry? How can companies measure and create value? How do global financial markets influence senior executive decision-making and sustainability?







MODULE 2

The Program

Going global: innovation & operations

Focuses on supply chain and operations.



SHANGHAI

(Antai College of Economics and Management,
Shanghai JIAO TONG University)

-
- Understanding China's economic development: what is the historical, cultural, social and economic landscape in China?
 - How can China catch up the global innovation path? What are the implications of that on business?
 - How do manufacturing companies plan operations strategy in a global context? How do they manage partner relationship in supply chain?
 - Analyzing best practices of business innovation that have emerged from Chinese enterprises. Entrepreneurs' challenges derived from national and corporate culture differences.
 - How to reinforce branding in demand driven market.

The Program

MODULE 3

Leading and making decisions at the top

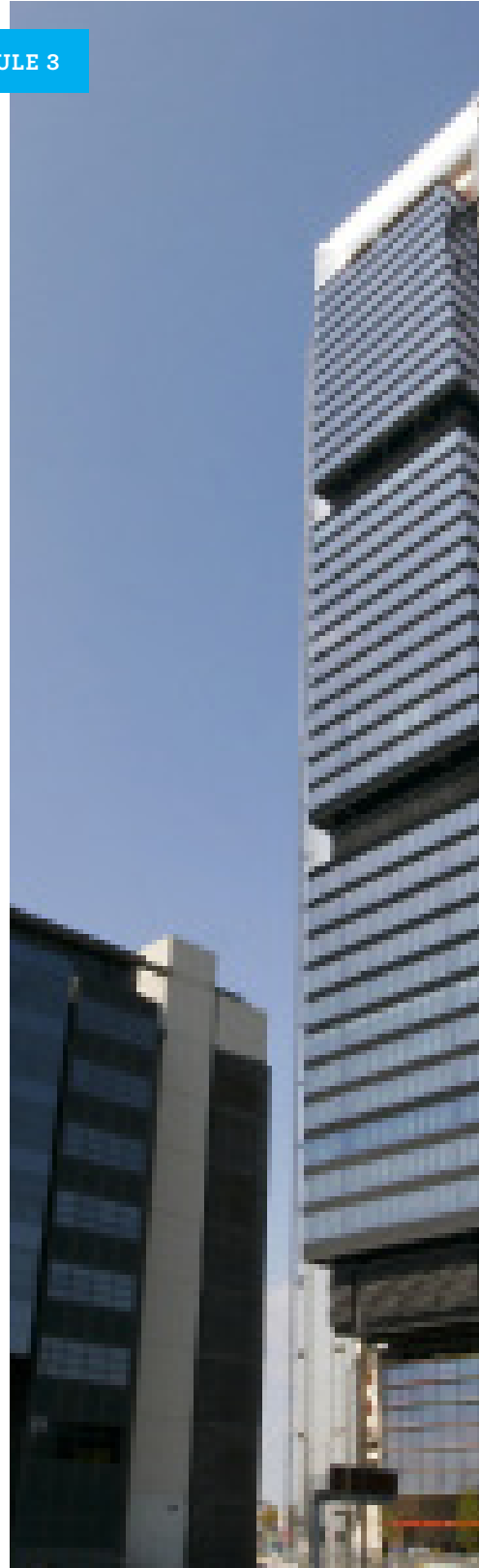
Analyzes the critical roles of senior executives in defining and leading global transformations.



MADRID

(ESADE Business School)

- What are the main managerial and leadership challenges that arise in the globalization process?
- What are the models of leadership? What leadership strategies will be most useful in the future? What is the best framework for individual, interpersonal, and institutional change?
- What tools can help senior executives to lead in a globalizing business environment effectively? How should senior executives communicate to boards of directors, to media, to their management teams, and to other principal stakeholders? What are the key issues that define successful leadership in the future?







Special GAMP® Features

The modular format gives participants a perfect balance between learning and working.

Special GAMP® Features

1 Edmund A. Walsh School of Foreign Service's Global (SFS) View

2 Wellness Plan

3 CEO Forum

4 Best Practice GAMP® Forum

5 Ground-Field Exposure Lab

6 Historical Perspectives

7 Leadership Development Plan (LEAD)



“You can really take away whatever your particular learning objectives happened to be.”



Eric Rosenberg

Regional Director of Manufacturer Services and Relations Alliance Healthcare USA, living in Spain

Special GAMP® Features

1 Edmund A. Walsh School of Foreign Service's Global (SFS) View

Founded in 1919, SFS at Georgetown is a premier school of international affairs. Their contribution to GAMP®'s geopolitical perspective is founded on their international business diplomacy expertise and the global reach of their academic and professional activities.

2 Wellness Plan

Creating momentum for a balance between professional achievement and personal fulfillment, we encourage participants to address their own needs in conjunction with the needs of their organization, society and their team. These activities, including yoga classes and personal training sessions, aim to foster discussion and awareness on the importance of body language in leadership roles and how personal leadership allows executives to lead more effectively.

3 CEO Forum

Distinguished leaders in various business communities are invited to discuss topics relevant to their industry or professional experience. Topics such as personal growth, strategy, and overall business trends are covered during informal, open chats.

4 Best Practice GAMP® Forum

Participants' presentations about the expertise and recognized best practices of their organizations, and identification of what has made their company an industry leader.

5 Ground-Field Exposure Lab

Meet with business and organizational leaders and learn direct from the source. Participants visit companies and/or institutions recognized for their achievements and selected for their relevance to the core topics of each module.

6 Historical Perspectives

A guided walk through the heart of each module's location will allow participants to better understand its history and development.

7 Leadership Development Plan (LEAD)

LEAD is a fundamental part of the GAMP® experience. Starting from Module I of the program, participants create a personal development plan and engage in tackling their current challenges with the support and guidance of global executive development consultants and executive leadership coaches.

Based on lectures, debates, group dynamics and the completion of assignments, participants learn to assess their knowledge, competencies and abilities to build up the necessary interpersonal skills required for leadership in today's organizations.

“GAMP® is not another business course! It is a life-changing experience that allows you to step away from your day-to-day professional life to deeply reflect on what your priorities are, what your core competencies are, and how to balance your life. Highly recommended for experienced professionals!”

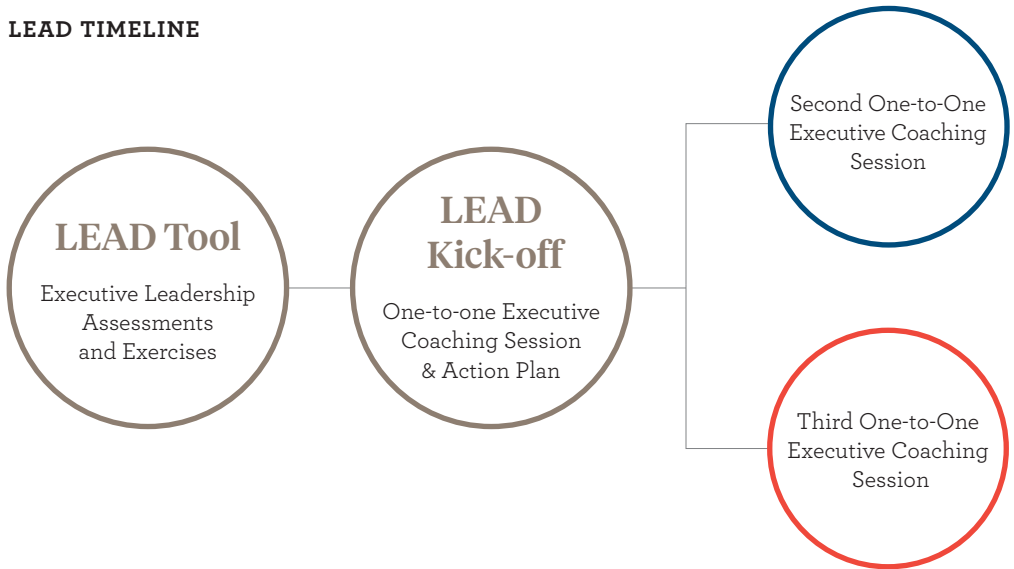


Daniel Alonso
Head of Customer Care Fixed Customers,
ORANGE
Spain



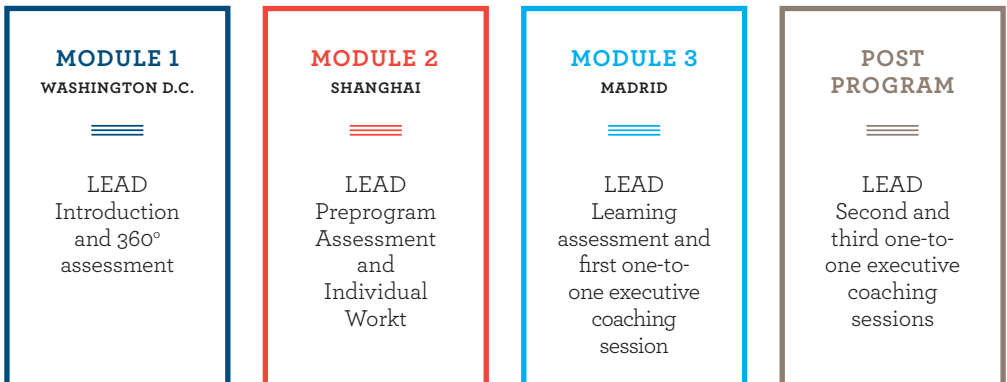
Special GAMP® Features

LEAD TIMELINE



LEAD ROAD MAP

Georgetown|ESADE|SDA Bocconi
Global Advanced Management Program®





A photograph of three men in an outdoor setting. One man is seated in a black chair, wearing a dark purple button-down shirt and dark trousers, looking towards the right. To his left, another man in a light-colored suit jacket and white shirt is partially visible. To the right, a third man in a blue shirt and glasses is looking down. The background shows greenery and a building. The word "Participants" is overlaid in a white serif font in the center.

Participants

Participants


One of GAMP®'s most important components is its participants: seasoned professionals with extensive management experience, strong values and an international background, willing to share their views and expertise with their peers



Who is it for?

GAMP® is designed for directors of business units, regional directors, owners, entrepreneurs and the heads or senior executives of governmental or non-governmental organizations.

It is also aimed at executives with international responsibilities interested in creating a global professional network, gaining knowledge of international markets, and developing competencies needed for a successful career in a competitive and globalized economy.



“As a mid-senior executive looking for a transition, the GAMP® was the right choice for me. It gave me the tools that I needed to grow professionally and lead a larger team. GAMP® is a truly international experience, not just due to the careful mix of locations where it is delivered, but also thanks to the extensive experience of the faculty and that of my peers, most of whom had lived and worked in different countries.”



Jesús Fernández Muñoz
 Team Manager, International Bank
 and Former Director,
 BANK OF AMERICA MERRILL LYNCH
 Spain, living in the USA

Participants



Professional Background

Georgetown, ESADE and SDA Bocconi believe maintaining a diverse class in terms of industries represented produces a richer academic experience. Participants are carefully selected in order to form a group with similar concerns, while maintaining a balanced mix of business sectors, international vision and cultures. The main admission criteria encompass professional career to date, present level of responsibility in the company and interest in expanding an international vision.



General Class Profile

AVERAGE AGE:

44

years

AVERAGE WORK EXPERIENCE:

22

years

GENDER:

84%

Male

16%

Female

“We are all experienced managers with a lot of knowledge, which we have shared during the course.”

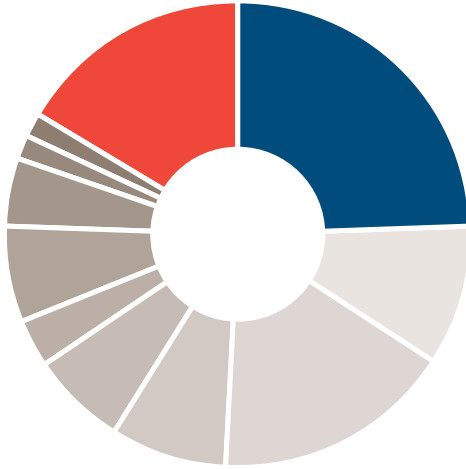


Adriana Salvatore

Partner in one of the largest professional services firm in the world Italy, living in Switzerland



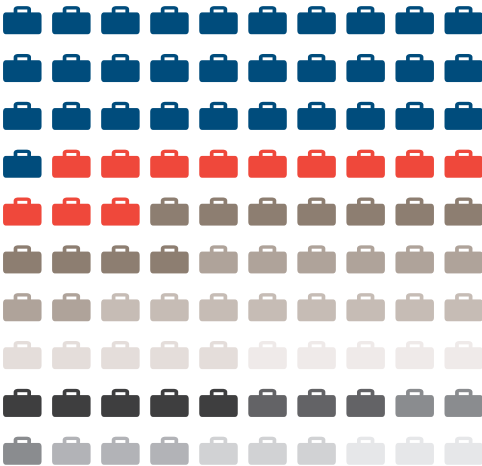
Participants' Positions



- 24.6% Director
- 8.2% Other
- 1.6% CEO
- 1.6% Sales Director
- 4.9% General Manager
- 6.6% Managing Director
- 3.3% Owner
- 6.6% President
- 8.2% General Director
- 16.4% Vice President
- 9.8% Manager



Industries Represented




- 31% Financial
- 12% Energy
- 11% Health | Technology
- 8% Industrial IT
- 8% Consulting
- 5% Logistics
- 5% Public Administration
- 5% Biomedicine
- 3% Telecommunications
- 3% Insurance
- 3% Real Estate
- 3% Retail
- 3% Technology

Participants

≡ Countries of Origin, Residence or Nationality

Mixed nationalities and countries of residence of GAMP® 1 to 3 cohorts: 20 countries represented.

Andorra, Argentina, Brazil, Canada, Colombia, Egypt, Finland, Germany, Guatemala, Hungary, Kyrgyzstan, Italy, Mexico, Nigeria, Spain, Switzerland, Togo, UAE, UK, USA and Venezuela.

A photograph of two men in business attire sitting at a table, engaged in a discussion. The man on the left is wearing glasses and a white shirt, while the man on the right is wearing a blue patterned shirt. They are both looking towards the right side of the frame. The background is slightly blurred, suggesting an indoor setting like a conference room or classroom. There are three vertical lines at the top and bottom center of the image.

Learning Model

The program provides an environment where participants learn from their classmates, professors, coaches and corporate executives from around the world.

Learning Model

One of the most important features of the Georgetown | ESADE | SDA Bocconi GAMP® is the team approach to learning. Participants work collaboratively on coursework and projects, drawing upon the skills, knowledge, and backgrounds of their teammates.

Dynamic Learning

1. Presentation and in-depth conceptual explanation of the subjects by program faculty
2. Analysis of examples and real-life situations, with practical application
3. Application of concepts through case studies and group work
4. In-depth look at the design and implementation of strategy, as well as the development of a more competitive approach through computer simulations

Interaction

The key element of this learning model is undoubtedly the participants themselves. By exchanging experiences, they enrich the knowledge acquired both in and outside of the classroom.

Participant selection, group discussions, and working lunches are designed to promote dynamic exchange and knowledge sharing among peers from different functional areas and business sectors. Participants establish relationships with other managers and executives with similar challenges and, in doing so, create a network of contacts that lasts well beyond the duration of the program.



“The Global Advanced Management Program offers you the ability to look at opportunities in new ways—to test your curiosity about the global enterprise in which we live. The professors, the people I connected to through GAMP® are a part of my new direction. If you are willing to listen, learn and engage, GAMP® will return your investment.”



Sandra Baer
Principal, Business Development
GLIMPULSE
USA

A photograph of two men in business suits shaking hands in a lecture hall. The man on the left is wearing glasses and a purple patterned tie, while the man on the right is wearing a blue shirt and a gold patterned tie. They are both smiling and looking at each other. The background shows rows of wooden chairs with red cushions. The word "Faculty" is written in a large, white, serif font in the center of the image. There are three vertical white lines at the top and bottom center of the image.

Faculty

Faculty

The members of the Georgetown|ESADE|SDA Bocconi Global Advanced Management Program faculty are internationally recognized leaders in the study of the economic, social, political, and technological forces shaping global business today.

They have been educated at many of the finest institutions around the world. They play an active role in the international business community, serving as corporate consultants and board members as well as speakers at industry events worldwide. Below are profiles of some of the distinguished faculty:

Program Directors

Teresa Corrales Verdugo

- Professor, Department of Control and Financial Management, ESADE
- MBA, ESADE
- She has developed her professional career in the financial area as controller and chief financial officer in listed companies and the real estate area

Antonello Garzoni

- Professor of Strategic and Entrepreneurial Management, SDA Bocconi School of Management
- Ph.D., Business Administration, Bocconi University
- His areas of expertise include corporate entrepreneurship, competitive intelligence, strategic planning and strategic control

Lecturers

Allyson D Adrian

- Professor of Communication, McDonough School of Business, Georgetown University
- Ph.D., Organizational Communication, University of Maryland

Paul Almeida

- Senior Associate Dean of Executive Education and Associate Professor of Strategy and International Business, McDonough School of Business, Georgetown University
- Ph.D., International Business and Strategy, Wharton School, University of Pennsylvania
- Co-director of the Georgetown|ESADE Global Executive MBA program

Carlo Altomonte

- Associate Professor of Economics of European Integration, Bocconi University
- Professor of International Business Environment and Global Economics, SDA Bocconi School of Management
- Ph.D., International Law and Economics, Bocconi University

Robert J. Bies

- Professor of Management and Founder of the Executive Master's in Leadership Program, McDonough School of Business, Georgetown University
- Ph.D., Organizational Behavior, Stanford University

Faculty

Marc Busch

- Professor of International Business Diplomacy, Edmund A. Walsh School of Foreign Service and Professor of Government, Georgetown University
- Ph.D., Columbia University Karl F. Landegger's

Sandro Castaldo

- Professor of Management, Bocconi University
- Director of the Executive Education, Open Enrollment Programs, SDA Bocconi School of Management
- Ph.D. in Management, Bocconi University

Joaquín Cava

- Professor of Strategy and General Management, ESADE
- MBA, Wharton Business School, University of Pennsylvania
- Former partner, The Boston Consulting Group (BCG)

Andrés Cuneo

- Professor of Marketing Strategy, Marketing Management and Brand Strategy, ESADE
- Ph.D., Management Sciences (Marketing), Universitat Ramon LLull

Rebecca Heino

- Professor of Management, McDonough School of Business, Georgetown University
- Ph.D., Communication, University of Southern California

Lu Ming

- Professor, Department of Economics, Antai College of Economics and Management
- Ph. D., Economics, Fudan University for the World Bank

J. Muir MacPherson

- McDonough School of Business Assistant Professor of Strategy, Wharton School of Business
- Ph.D., Applied Economics & Management Science, Wharton School, University of Pennsylvania

Tang Ningyu

- Professor in Human Resources Management, Organizational Psychology and Organizational Behavior, Antai College of Economics and Management
- Ph. D., Enterprise Management, Shanghai Jiao Tong University

Pedro Parada

- Associate Professor, Business Policy, ESADE
- Academic Co-Director and Professor, Global Executive MBA, Georgetown | ESADE
- Visiting Professor, Georgetown's McDonough School of Business, HEC School of Management and SDA Bocconi
- Ph. D., Management, Universitat Ramon Llull

Juan Rovira

- Professor, Department of People Management and Organization, Universidad Ramón Lluch
- Vice Chair Iberia, Oxford Leadership Academy and a member of its international faculty

Liu Shaoxuan

- Associate Professor, Antai College of Economics and Management
- Academic Director, SJTU-MIT LGO (Leaders for Global Operations) Executive Program
- Ph.D. in Operations Management, University of California Irvine

Javier Solana

- President of ESADE's Center for Global Economy and Geopolitics (ESADEGeo)
- Former European Union High Representative of Common Foreign and Security Policy
- Former NATO Secretary General

Markus Venzin

- Professor of Global Strategy, Bocconi University
- Director of Research Division, SDA Bocconi School of Management
- Ph.D., Strategy and Organization, University of St. Gallen

Lu Wei

- Associate Dean of International Affairs and Professor of Marketing, Antai College of Economics and Management
- Ph.D., Management, Fudan University

Li Yuan

- Executive Dean and Professor of Management, Antai College of Economics and Management
- Ph.D., Management Science and Engineering, Xi'an Jiao Tong University





Lifetime Alumni Networks

Lifetime Alumni Networks

GAMP® graduates gain access to the combined alumni networks of both ESADE Business School and SDA Bocconi, collectively one of the biggest worldwide and the most important at a European level. With more than 140,000 alumni in over 180 countries, the ESADE|SDA Bocconi Alumni network includes leaders in virtually every field and provides members with an extraordinary array of resources.

ESADE Alumni. Global Network

With more than 50,000 alumni of 115 nationalities, the ESADE Alumni network organizes local networking activities and provides career development support. Most events are free for members.

ESADE Alumni members also have access to an alumni directory to connect to the global community of fellows. They also stay up-to-date through e-magazines and e-newsletters that provide news on alumni accomplishments, publications and recordings of guest lecturers.

ESADE's Alumni Career Services also supports members around the world by offering mentoring, international career advising, continuing education sessions, and entrepreneurial services guidance, among other benefits.

www.esadealumni.net

Bocconi Alumni Association (BAA)

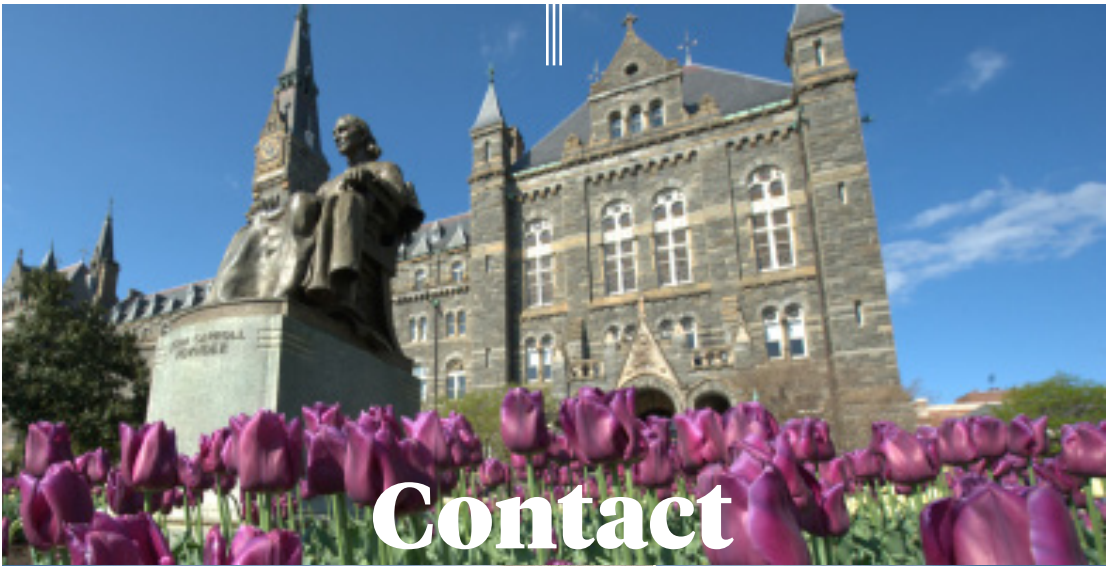
Alumni are one of the greatest assets of business schools throughout the world. BAA Bocconi has a community of 90,000 Alumni from more than 180 countries around the world. The network is growing constantly, with 80 Chapter Leaders (local coordinators), 18 Topic Leaders (coordinators of communities of interest), and 90 Class Leaders (Master class group coordinators), in Italy and abroad.

Members have the opportunity to benefit from exclusive partnerships, special event fees, a highly active network, career advice and Continuous Learning Activities.

www.alumnibocconi.it

McDonough School of Business

As Executive Alumni from a McDonough School of Business' certificate program, GAMP® participants are invited to several Executive Alumni events organized by the Georgetown|ESADE|SDA Bocconi GAMP®, including an annual reunion to network with alumni and current students.



Contact



Details



Contact Details

How to Become a GAMP® Participant

The objective of the admissions process is to select participants with established professional track records, who can make a significant contribution to the GAMP® experience and who are interested in gaining a solid understand of topics such as geopolitics, international leadership and global

strategy. Georgetown, ESADE and SDA Bocconi believe that groups including representatives of a wide range of industries – both private and public sector – and diverse cultural backgrounds produces a richer academic experience.

Feel free to submit your CV or LinkedIn profile, or contact us for additional information:

SDA Bocconi School of Management

Ms. Micaela Valli

Milan, Italy

E-Mail micaela.valli@sdbocconi.it

www.sdbocconi.it/gamp

#SDABOCCONIGAMP

Georgetown University's McDonough School of Business, ESADE Business School and SDA Bocconi School of Management reserve the right to modify the requirements for admission and/ or graduation, the program curricula, tuition, fees, and other regulations affecting the student body. Georgetown University's McDonough School of Business, ESADE Business School and SDA Bocconi School of Management do not discriminate in their programs, activities, admissions or employment practices on the basis of race, color, religion, national origin, sex, age, marital status, personal appearance, disability, sexual orientation, gender identity or expression, family responsibilities, genetic information, matriculation, political affiliation, or any other basis protected by law. Individuals who have concerns regarding these issues are encouraged to contact the Vice President for Institutional Diversity and Equity, located in Room M-36 Darnall Hall, telephone number +1 202 687-4798.

STUDENT RIGHT-TO-KNOW AND CAMPUS SECURITY ACT.

In compliance with the Student Right-to-Know and Campus Security Act, it is the policy of Georgetown University to make readily available information concerning the completion or graduation rate of all certificate or degree-seeking, full-time undergraduate students entering the University, as well as the average completion or graduation rate of students who have received athletically related student aid. This information is available upon request from the Director, Department of Athletics, McDonough Gym, Georgetown University, Washington, DC 20057, +1 202 687-2435. The Crime Awareness and Campus Security Act of 1990 requires that the University prepare information on current campus law enforcement policies, crime prevention programs, and campus security statistics. This information is available upon request from the Director, Department of Public Safety, G-Level-Village C, Georgetown University, Washington, DC 20057, +1 202 687-4343.

ESADE Business School

Mateo Inurria, 25 - 27
28036 Madrid, Spain

Phone +34 913 597 714

Fax +34 917 030 062

Georgetown University's McDonough School of Business

Rafik B. Hariri Building
37th and O Streets, Suite 462
Washington, DC 20057, USA

Phone +1 202 687 2704

Fax +1 202 687 9200

SDA Bocconi School of Management

via Bocconi 8
820136 Milano, Italy

Phone +39 02 5836 6802

Fax +39 02 5836 6833-6892