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## **Bocconi 2020: A 12-Point Plan to Improve the Future for Young People**

*Tim Cook, Apple CEO, was the keynote speaker at the Opening Ceremony of the Academic Year. The University presented its 5-year strategic plan that sets out 12 priorities and divides them into specific goals*

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Bocconi aims high. **Tim Cook**, CEO of Apple, the company with the largest stock capitalization in the world, participated in this morning's Opening Ceremony of the Academic Year held in the Aula Magna at Via Roentgen. In addition to launching this academic year, the event marked the outlook for the next five years with the presentation of a strategic plan indicating the direction to take for the period 2016-2020.

The University's senior management was on hand for the ceremony: President **Mario Monti**, Vice President **Luigi Guatri**, Rector **Andrea Sironi** and Chief Executive Officer **Bruno Pavesi**.

"For some time Europe, and even more so Italy, have been held back by cultural positions and political choices that are unresponsive to the prospects of younger people, and are often flatly contrary to their interests," said Mario Monti. "Among the factors necessary to reverse this trend is quality university education, which can convey not only knowledge, but also a sense of responsibility and citizenship, a penchant for teamwork, entrepreneurial spirit and a mindset open to the world. The Bocconi Plan 2020, in outlining our University's strategies and goals for the next five years, aims to apply the same commitment that Bocconi has always shown as it contributes to an Italy and a Europe equal to the challenges that lie ahead."

Andrea Sironi focused on a selection from the 12 priorities of the plan, in particular those relating to research and internationalization. His main objectives are to reinforce Bocconi's position in the competitive context of global higher education, and to improve the students' on-campus experience:

- increase the percentage of international students from the current 14% to 18%;
- increase opportunities for study abroad from the current 35% of students per year to 50% in 2020, and increase the number of international internships from the current 1,200 to 1,500 per year;
- increase internship opportunities for Bachelor of Science students from the current 22% of students per year to 30%;

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- increase the percentage of graduates employed abroad from the current 25% to 30%;
- increase the percentage of international faculty by 10 points;
- place all Bocconi departments among the top five in Europe in their sector in terms of scientific production, through the development of rigorous and relevant research, aimed at addressing problems facing policy makers, companies and institutions;
- expand and innovate the campus, leveraging new technologies for teaching and new environments for studying and learning.

The data presented in the Aula Magna confirm Bocconi's image as a hub attracting students from all over Italy and around the world: the percentage of Lombardy residents is under 30%, while applications from international students have increased by 21% and international enrollments have increased by 30%. France, Germany, Russia and China lead the ranking of most represented nationalities. International tenured faculty members also increased between 2011 and 2015 from 27 to 49 and the number with international PhDs increased from 82 to 121.

Particular emphasis was placed on expanding investment in scholarships and financial aid, with the aim of ensuring that all deserving students can access Bocconi, regardless of their financial background. The goal is for this investment to grow from the current €25m per year to €30m.

Lastly, the educational offer will be further expanded, with a focus on the dynamics driving social and economic innovation and, in particular, the digital economy. With Tim Cook in attendance, it was the perfect occasion for the Rector to announce that the Bachelor of Science in Economics, Management and Computer Science (BEMACS) will be launched starting in 2016-2017. This innovative undergraduate program will be held entirely in English and reserved to a select cohort of students (the first class group will be made up of 80 people), combining courses in economics, management and law with computer science, programming, machine learning and big data.

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