

Bocconi

EUROPEAN COMMON ONLINE LEARNING (*ECOL*)

STUDENT GUIDE TO THE PROGRAM *for* Spring 2024



Università
Bocconi
MILANO

International Relations | Market & Partners

November 2023

INTRODUCTION TO ECOL



WHAT IS IT?

The **European Common Online Learning (ECOL)** project was born from the initiative of a group of **seven European schools** led by *Bocconi* and *ESADE* and includes - in addition to the two universities mentioned above - also *Aalto*, *CBS*, *RSM*, *St. Gallen* and *WU*.

The **goal** of the **ECOL** network is to offer an international experience at home, which allows students to take **one optional undergraduate credited course***, **fully taught online**, at one of the Institutions mentioned above that are part of ECOL network.



WHAT IS THE PURPOSE OF THIS GUIDE?

The aim is to provide all the **necessary information** to Bocconi students that are interested in this program in terms of:

- 01.** Eligibility & Requirements
- 02.** Academic Offer
- 03.** Selection Process
- 04.** Application Procedure & Timeline
- 05.** Course recognition



Università
Bocconi
MILANO

*All ECOL courses offered have been already **preapproved for recognition** by the **Bocconi Faculty**.



01. ELIGIBILITY & REQUIREMENTS

WHO CAN APPLY FOR THIS PROGRAM?

Undergraduate students enrolled - in the a.y. 23/24 - in **their 3rd year** of study if:

- ✓ they **satisfy** both **academic/language requirements** (see details below)
- ✓ they are **not selected** for the exchange **program** 23/24*, DD Peking 23/24, enrolled for the free mover 23/24, or selected** in ECOL program Fall 2023 Edition

ACADEMIC
REQUIREMENTS



MINIMUM

- Minimum GPA: **22/30**
- Minimum **60%** of **1st year credits** (by the **September 2023** exams session)

LANGUAGE
REQUIREMENTS



MINIMUM

- **English:** level **B2** (language certification or passed Bocconi exam)



Università
Bocconi
MILANO

*Students who **withdrew** from **exchange program** can apply for ECOL. Students who are in waiting list for exchange program can apply for ECOL but, if they are **selected** for this **program**, their name will be **removed** from **waiting list**.

** Students selected for ECOL Fall 2023 who withdrew from the program, cannot apply again for the Spring 2024 selection.



02. ACADEMIC OFFER [1/2]

Students will take the ECOL course during the **first** or **second semester** of their **third year**. There will be two rounds of selection, one for each semester.



SPRING 2024 COURSES OFFERED BY



of COURSES OFFERED*

14



COURSE LIBRARY

UNIVERSITY	COURSE	SEMESTER	ECTS
Aalto	Business in English, for Core Business	1	3
Aalto	Business in English, for Core Business	2	3
ESADE	Non-Market Economics	1	3
ESADE	Non-Market Economics	2	3
ESADE	Cost Accounting & Financial Accounting	1	2
ESADE	Cost Accounting & Financial Accounting	2	2
ESADE	Management Information Systems	1	3
ESADE	Management Information Systems	2	3
WU	The Practice of Entrepreneurship	1	3
WU	The Practice of Entrepreneurship	2	3
WU	Advanced Strategic Management	1	3
WU	Advanced Strategic Management	2	3
WU	Advanced Strategic Management	1	3
WU	Advanced Strategic Management	2	3
WU	International Trade Credit Management	1	3
WU	International Trade Credit Management	2	3



02. ACADEMIC OFFER [2/2]

Click on the **course title** to be automatically directed to the course **syllabus**



COURSE LIBRARY SPRING 2024

University	Course	ECTS	Slots
ESADE	Brands & Digital: the Case Studies	5	3
ESADE	Fundamentals of Sustainability and Circular Economy un a Holistic Context	5	3
ESADE	Non-Market Strategy I	4	3
Aalto	Derivatives and Fixed Income*	6	2
Aalto	Introduction to Financial Accounting	6	2
Aalto	Hands-On Analytics on Accounting Information Systems	6	2
Aalto	Management Information Systems**	6	1
HSG	International Management	4	2
HSG	The Psychology of Entrepreneurship	4	1
WU	Advanced Strategic Management	6	3
WU	Marketing for Emerging Markets	6	3
WU	Advanced Strategic Leadership	6	3
WU	Agile Leadership in the Digital Age	6	2
WU	International Supply Chain Operations	6	2

If selected, **attendance** to ECOL course is **mandatory**. Through the courses, students have indeed the opportunity to network and collaborate with their peers studying elsewhere in Europe and to gain an international dimension to the degree from home. Please also consider that late **withdrawal** is permitted, but **strongly discouraged**.

Derivatives and Fixed Income* at Aalto is NOT AVAILABLE for **BIEF-FIN students.

***Management Information System* at Aalto is NOT AVAILABLE for **BEMACS** students.



Università
Bocconi
MILANO

03. SELECTION PROCESS

WHICH ARE THE SELECTION CRITERIA?

The ECOL program selection process is **based on merit**, and it takes into consideration applicants' **Weighted Average (WA)** and the accumulated credits up to the exam session which ended on the *6th of September 2023*. Students **can rank all** courses in their application, but they can be **selected for one course** only.



CRITERIA

- ✓ Only exams taken by **September 2023** exams session. Exams that do not pertain to **1st year and 2nd year** will not be taken into consideration when calculating the score.
- ✓ Matching the most preferred choice possible
- ✓ Students assigned to **one course** will be automatically **excluded** from the other **courses indicated** during the application stage
- ✓ If **two** students have ranked one course in the same way and they have the same score the slot will be assigned to the **first applicant**, priority will be given to the student who applied earlier (considering hh:mm:ss).



MERIT BASED SCORE IDENTIFICATION

Student **WA*** + [0.1** x (Student **NC***** – MIN **NC** required)]

* WA=weighted average

** 0.1 points (0,098 for CLEACC; 0,102 for BAI, BESS and BEMACS) will be attributed to every applicant from any Degree Program for each credit above the minimum number of credits required (60% of 1st year credits registered)

*** NC=number of credits



Università
Bocconi
MILANO



04. APPLICATION PROCEDURE & TIMELINE

HOW TO APPLY FOR THE FALL SELECTION?

For the courses offered this fall please consider the **following Instructions**

WHEN?



Application **Open**: **November 27th** at **10 a.m.** (Italian time)

Application **Close**: **November 29th** at **1 p.m.** (Italian time)

WHERE?



Punto Blu
(Details in **Appendix**).

REQUIRED DOCUMENTS



Proof of **English Language** proficiency among the ones that are suitable to fulfill the minimum language requirement (level B2). Please refer to [this link](#) released for the exchange program for further info.



Università
Bocconi
MILANO



05. COURSE RECOGNITION

HOW WILL COURSE RECOGNITION WORK?

ECOL course recognition procedure is based on the **following pillars**:

ADVANCE AUTHORIZATION



All ECOL courses have been already authorized by the faculty and they can be **automatically recognized** in the Bocconi study plan as elective **without correspondence (6 ECTS)**.

BAI students are allowed to include ECOL courses in their study plans only as additional courses.



RECOGNITION PROCEDURE

At the end of the period of study, after receiving the **transcript**, students can begin the recognition process. Further details will follow.



CONVERSION TABLE

Conversion tables can be seen at this [link](#). Selected students can always consult the final conversion table for the course they have been assigned to at **Punto Blu**.

Please note that **NO additional point** for the graduation grade is awarded by recognizing an ECOL course in your study plan.



Università
Bocconi
MILANO



APPENDIX. APPLICATION AT PUNTO BLU



Università
Bocconi
MILANO

APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

As previously said the application portal can be found at **Punto Blu**, please prepare your English **certificate** before applying if you need it to satisfy **minimum language requirement**.

The screenshot shows the 'Area Studente' page on the Bocconi Punto Blu portal. The page header includes the Bocconi logo, 'Punto Blu', and 'yoU@B' with a menu icon. The main content area is titled 'Area Studente - [MAT.]' and contains a section for 'Informazioni sullo studente' with a table of student details. Below this is a search bar and a table for 'Situazione iscrizioni'.

Informazioni sullo studente	
Tipo di corso	Corso di Laurea
Profilo studente	Studente Standard
Anno di Corso	3
Data immatricolazione	16/07/2020
Corso di studio	[TR01] - ECONOMIA AZIENDALE E MANAGEMENT
Ordinamento	[TR01-16] - ECONOMIA AZIENDALE E MANAGEMENT
Part Time	NO

Cerca

Anno accademico	Corso di Studio	Anno corso	Data	Tipo



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #1

Access your **Punto Blu** and select the **menu** in the top right corner.

Bocconi Punto Blu yoU@B MENU

Area Studente - [MAT.]

Di seguito vengono indicate le informazioni generali sulla situazione universitaria e sulle iscrizioni effettuate nel corso degli anni.

Informazioni sullo studente

Tipo di corso	Corso di Laurea
Profilo studente	Studente Standard
Anno di Corso	3
Data immatricolazione	16/07/2020
Corso di studio	[TR01] - ECONOMIA AZIENDALE E MANAGEMENT
Ordinamento	[TR01-16] - ECONOMIA AZIENDALE E MANAGEMENT
Part Time	NO

Cerca

Situazione iscrizioni

Anno accademico	Corso di Studio	Anno corso	Data	Tipo
-----------------	-----------------	------------	------	------

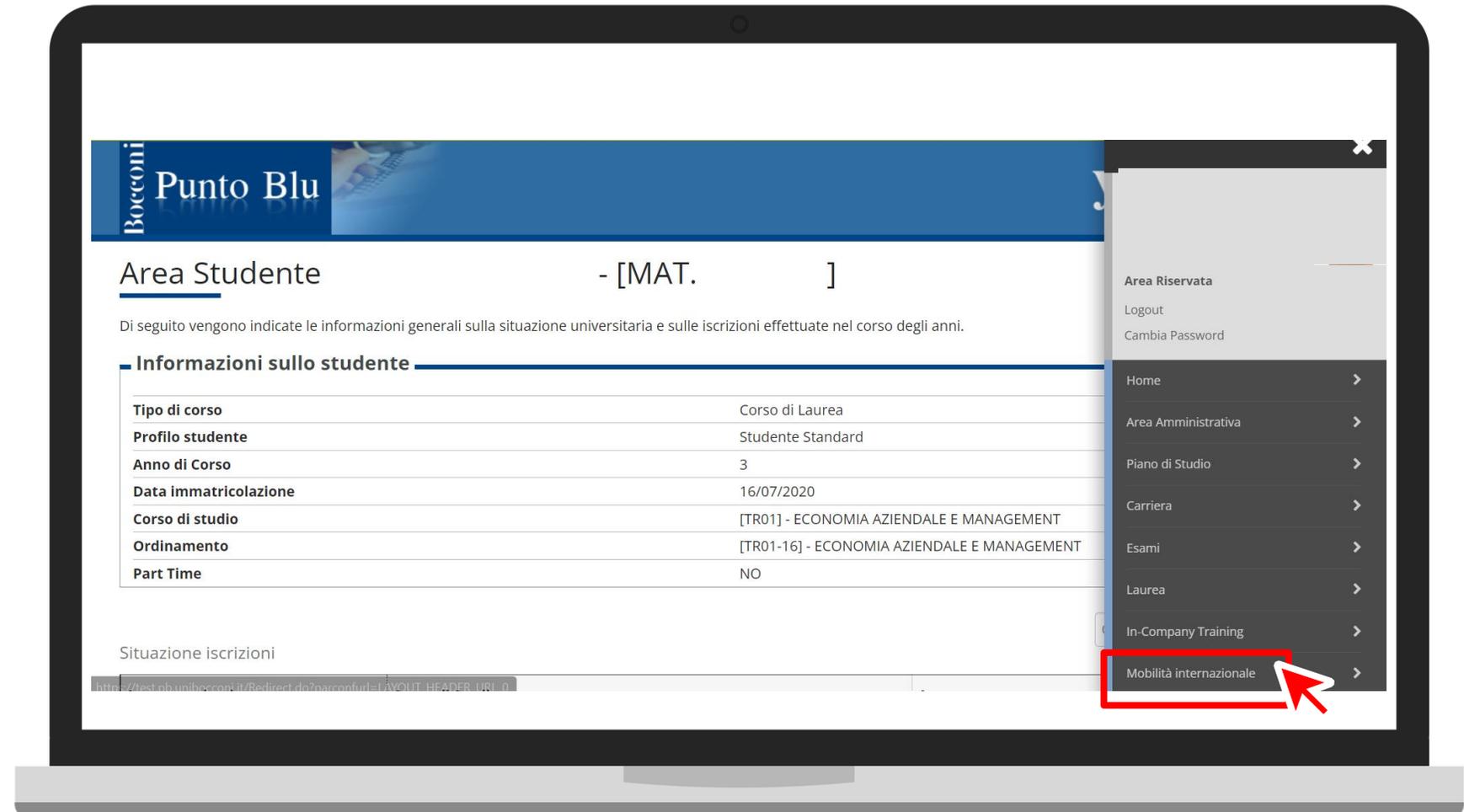


APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #2

Select the last point of the menu:
Mobilità internazionale
(ENG: International Mobility)



The screenshot shows the Bocconi Punto Blu student area. The page title is "Area Studente" followed by "- [MAT.]". Below the title, there is a section titled "Informazioni sullo studente" containing a table with student details. A navigation menu is open on the right side of the page, listing various options. The option "Mobilità internazionale" is highlighted with a red box and a red arrow pointing to it.

Informazioni sullo studente	
Tipo di corso	Corso di Laurea
Profilo studente	Studente Standard
Anno di Corso	3
Data immatricolazione	16/07/2020
Corso di studio	[TR01] - ECONOMIA AZIENDALE E MANAGEMENT
Ordinamento	[TR01-16] - ECONOMIA AZIENDALE E MANAGEMENT
Part Time	NO

- Area Riservata
- Logout
- Cambia Password
- Home >
- Area Amministrativa >
- Piano di Studio >
- Carriera >
- Esami >
- Laurea >
- In-Company Training >
- Mobilità internazionale >**

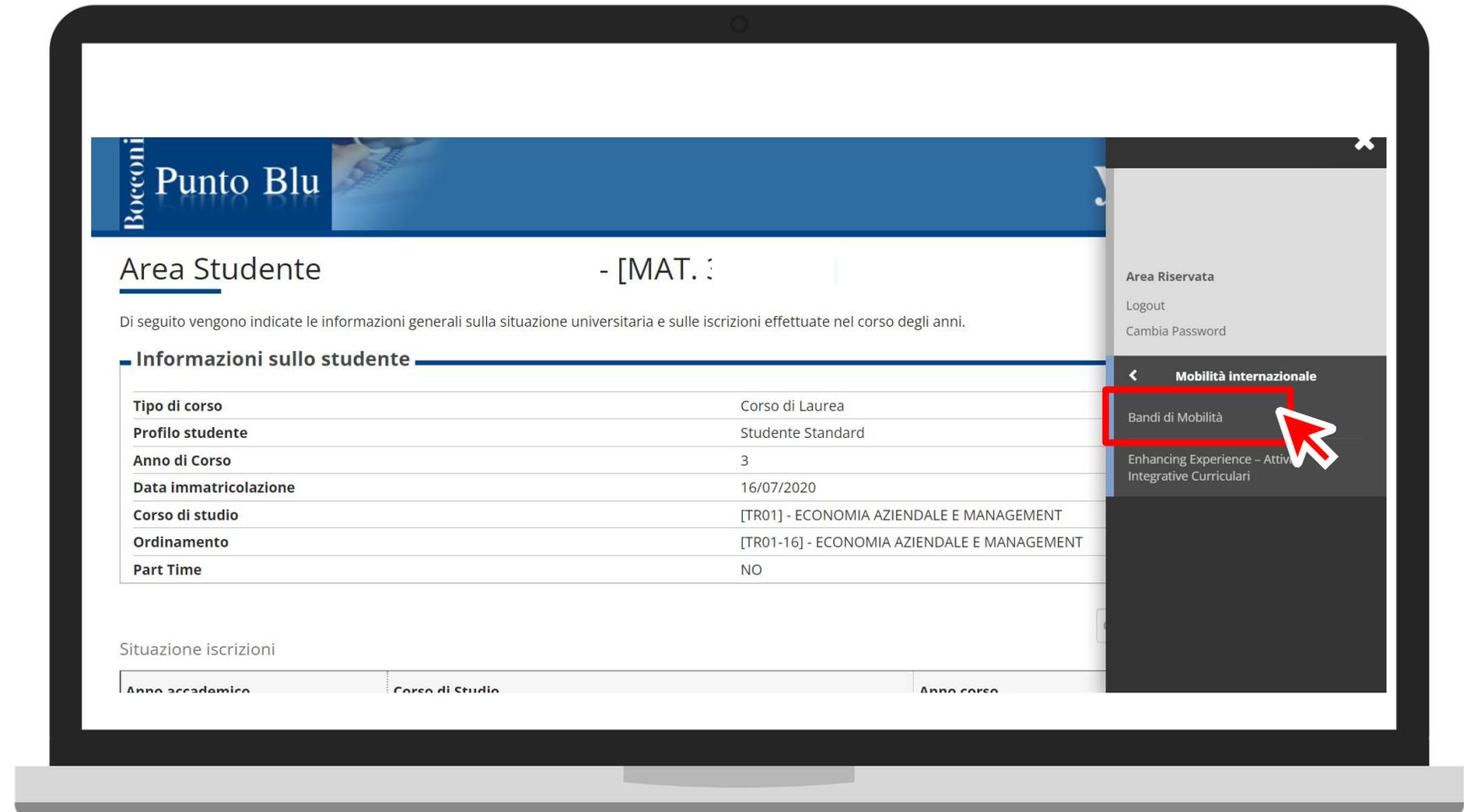


APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #3

Select the first point of the menu: **Bandi di mobilità**
(ENG: **Mobility Exam Notices**)



The screenshot displays the Bocconi Punto Blu student interface. The main content area shows the 'Area Studente' for a student in the [MAT.] program. Below this, there is a section titled 'Informazioni sullo studente' with a table of personal and academic details. A sidebar menu on the right is open, showing options like 'Area Riservata', 'Logout', and 'Cambia Password'. The 'Mobilità internazionale' menu item is highlighted with a red box, and a red arrow points to the 'Bandi di Mobilità' sub-item.

Informazioni sullo studente	
Tipo di corso	Corso di Laurea
Profilo studente	Studente Standard
Anno di Corso	3
Data immatricolazione	16/07/2020
Corso di studio	[TR01] - ECONOMIA AZIENDALE E MANAGEMENT
Ordinamento	[TR01-16] - ECONOMIA AZIENDALE E MANAGEMENT
Part Time	NO

Situazione iscrizioni

Anno accademico	Corso di Studio	Anno corso

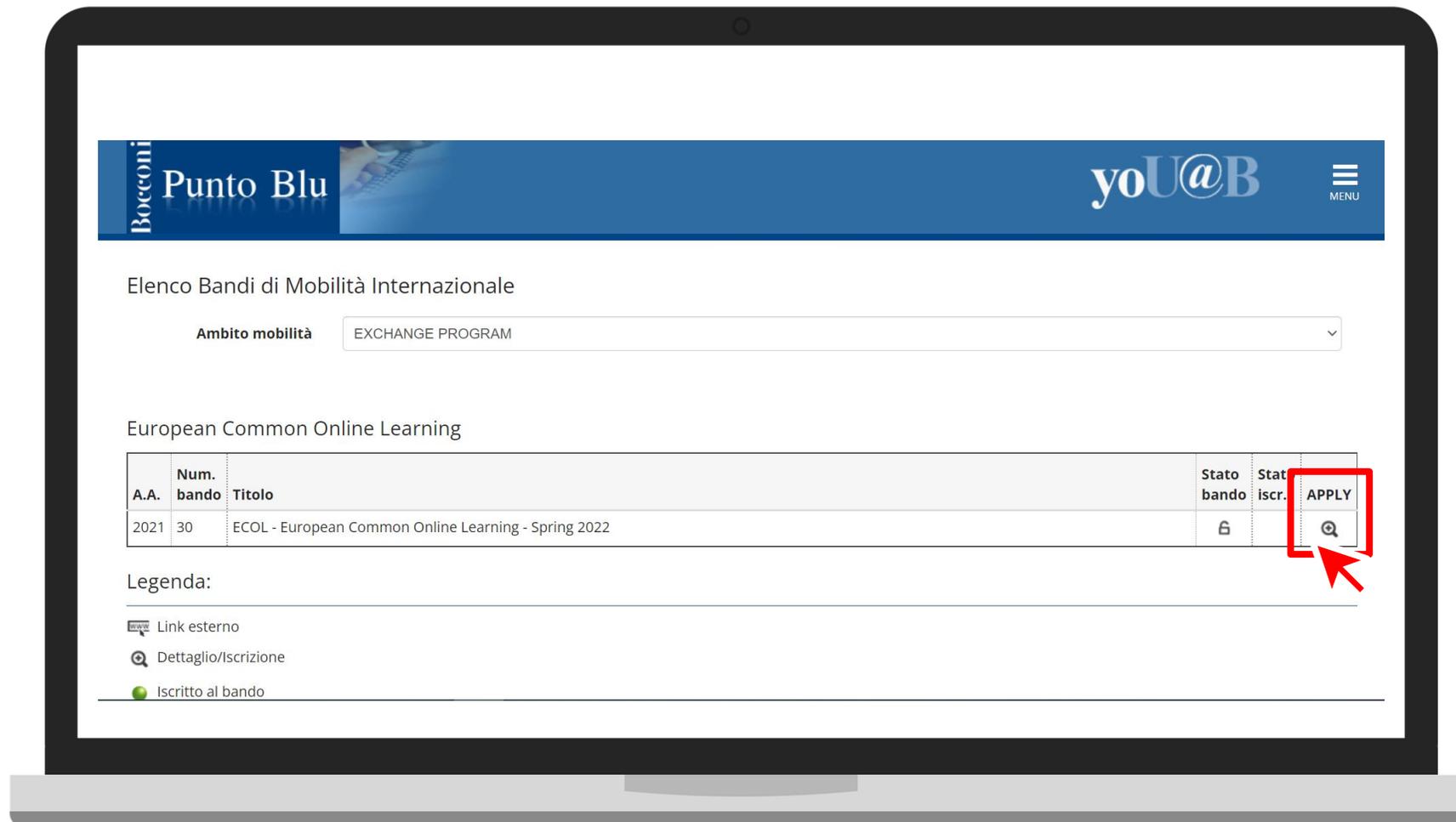


APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #4

Select "ECOL - European Common Online Learning - Spring 2024" **Clicking** on the **magnifying glass**



The screenshot shows the 'Punto Blu' interface for international mobility programs. The header includes the Bocconi logo, 'Punto Blu', and 'yoU@B' with a menu icon. The main content is titled 'Elenco Bandi di Mobilità Internazionale' and features a dropdown menu for 'Ambito mobilità' set to 'EXCHANGE PROGRAM'. Below this, the 'European Common Online Learning' section contains a table with the following data:

A.A.	Num. bando	Titolo	Stato bando	Stat iscr.	APPLY
2021	30	ECOL - European Common Online Learning - Spring 2022	🔒		

Below the table is a 'Legenda:' section with three items:

-  Link esterno
-  Dettaglio/Iscrizione
-  Iscritto al bando

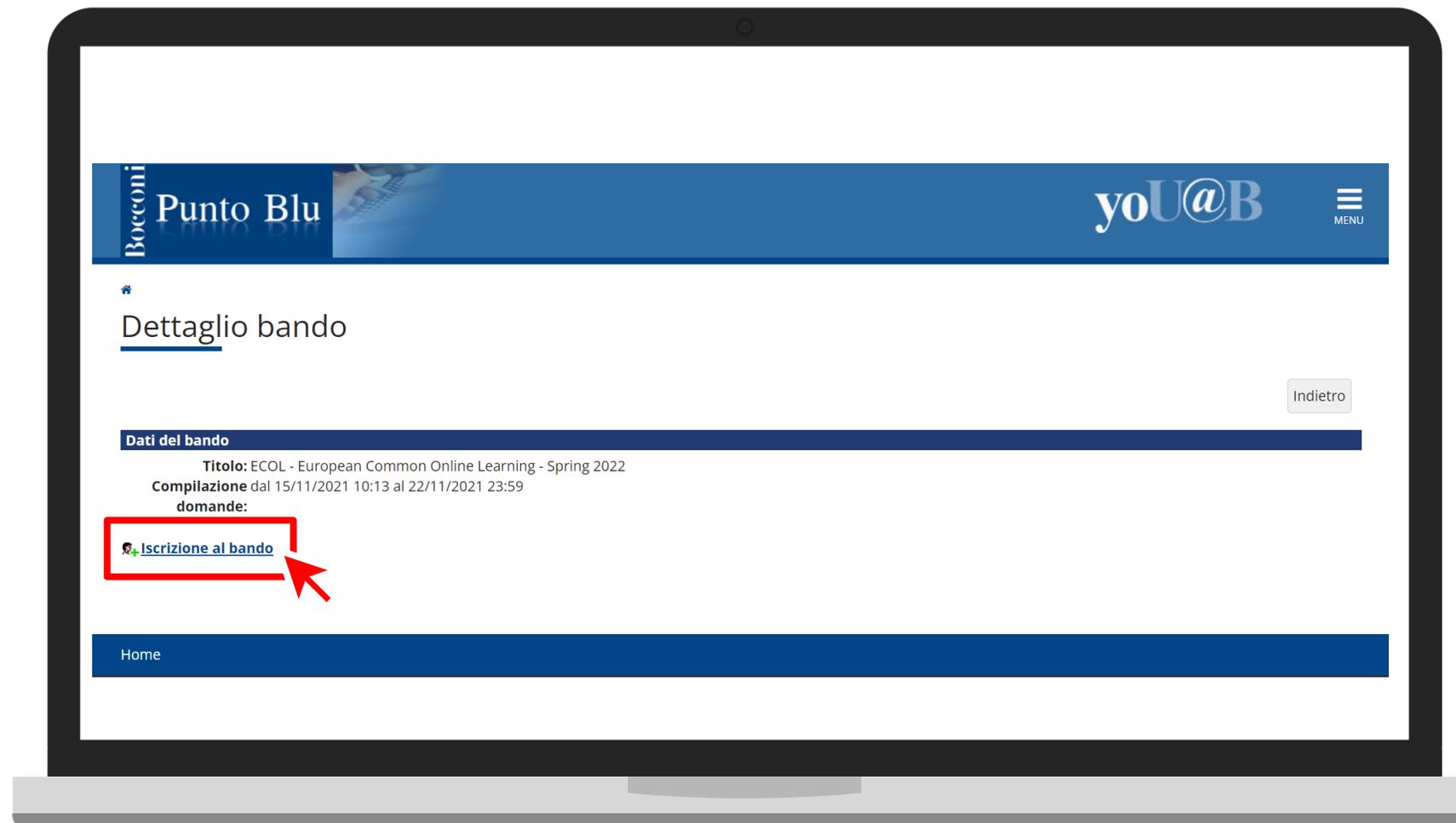


APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #5

Select “**Iscrizione al bando**”
(**ENG: Click here to apply**) in
the lower part of the page.



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #6

Read carefully the **text** of the "declaration of responsibility of the student" and then **accept** the **conditions** by ticking the **following square**.

Bocconi Punto Blu yoU@B MENU

ECOL - European Common Online Learning - Spring 2022

E' stata richiesta l'iscrizione al bando di mobilità internazionale **ECOL - European Common Online Learning - Spring 2022**
 Per procedere con l'iscrizione premere **ISCRIVI**
 Per uscire dalla procedura premere **ANNULLA**

Dichiarazioni e Responsabilità dello Studente 

Dichiarazioni e Responsabilità dello Studente

- If selected for the ECOL course, I authorize the Study Abroad office to automatically remove me from the Exchange Program 21-22 waiting list for all the destinations I applied for.
- I am fully aware that if selected for the ECOL, attendance to the course is mandatory. Moreover, if I decide to withdraw after the beginning of the course I have been selected for, I am aware that the Partner could issue a transcript with a failing grade.

Prima di procedere con l'iscrizione è obbligatorio prendere visione e accettare le "Dichiarazioni e Responsabilità dello Studente"



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #6

Scrolling down the page you can **apply for** all available courses in order of **preference**. (1= the most desired course, maximum preference - 14= the least desired course, minimum preference)

NB: it is not necessary to insert all the available choices. You can indeed apply for a minimum of 1 up to a maximum of 14 courses.

Responsabilità dello
"Studente"

Selezionare la destinazione ed eventuali certificazioni linguistiche

Cod.	Sede di destinazione	Pref.	Lingua	Certificazioni Linguistiche	Voto	Data (dd/mm/aaaa)
2098	Copenhagen Business School - Consumer Behaviour	▼	INGLESE	▼		gg/mm/ε
2098	Copenhagen Business School - Strategy and Digitalization in International Shipping	1	INGLESE	▼		gg/mm/ε
2098	Copenhagen Business School - Winning in the Digital Age: Applications in Data Analysis with R	2	INGLESE	▼		gg/mm/ε
2099	Aalto University School of Business - Data Analytics for Accounting and Audit	3	INGLESE	▼		gg/mm/ε
2099	Aalto University School of Business - International Business in the Era of Disruptions	4	INGLESE	▼		gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Agile Leadership	5	INGLESE	▼		gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Conscious Marketing	6	INGLESE	▼		gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Consumer Psychology	7	INGLESE	▼		gg/mm/ε
2101	Erasmus Universiteit - Rotterdam School of Management - Finance for Positive Change	8	INGLESE	▼		gg/mm/ε
		9				
		10				
		11				
		12				
		13				
		14				
		15				
		16				
		17				
		18				
		▼				



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #7

Leave **blank** the box “**Certificazioni linguistiche**” (ENG: **Language Certificates**) if you already meet the minimum language requirement by having the English exam registered in career or you are enrolled in a Bachelor taught in English).

Select the **certification 163** for each choice if you do NOT have the English exam registered in career and you are enrolled in a Bachelor taught in Italian in order to **declare** that you have a supporting document to apply for ECOL. It is **not necessary** to enter the **date/grades**.

Selezionare la destinazione ed eventuali certificazioni linguistiche

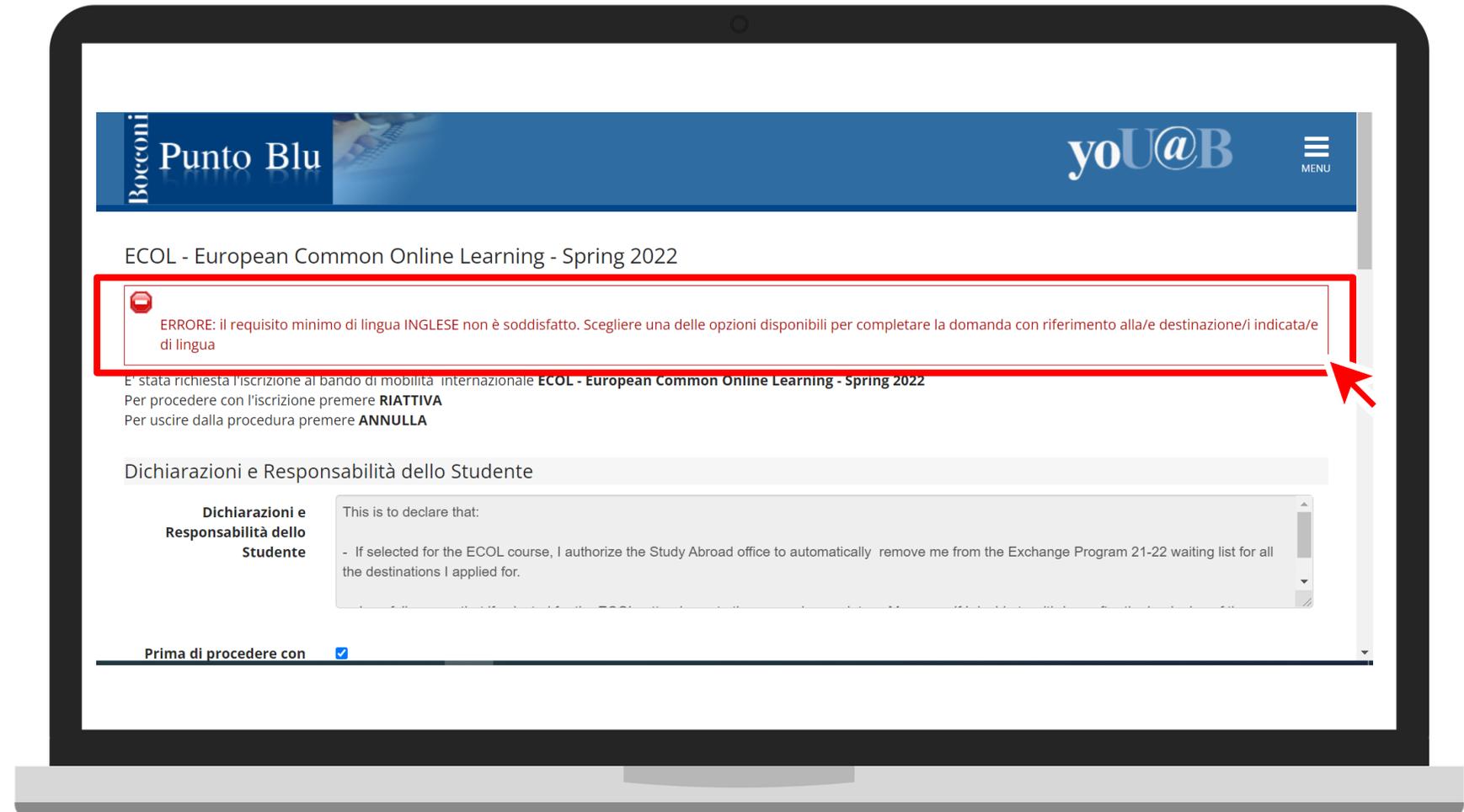
Cod.	Sede di destinazione	Pref.	Lingua	Certificazioni Linguistiche	Voto	Data (dd/mm/aaaa)
2098	Copenhagen Business School - Consumer Behaviour	1	INGLESE			gg/mm/ε
2098	Copenhagen Business School - Strategy and Digitalization in International Shipping	2	INGLESE	[163] International Certificate to satisfy the minimum English language requirement		gg/mm/ε
2098	Copenhagen Business School - Winning in the Digital Age: Applications in Data Analysis with R	3	INGLESE			gg/mm/ε
2099	Aalto University School of Business - Data Analytics for Accounting and Audit		INGLESE			gg/mm/ε
2099	Aalto University School of Business - International Business in the Era of Disruptions		INGLESE			gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Agile Leadership		INGLESE			gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Conscious Marketing		INGLESE			gg/mm/ε
2100	Wirtschaftsuniversitaet Wien - Consumer Psychology		INGLESE			gg/mm/ε
2101	Erasmus Universiteit - Rotterdam School of Management - Finance for Positive Change		INGLESE			gg/mm/ε
2101	Erasmus Universiteit - Rotterdam School of Management - Global Virtual Teams		INGLESE			gg/mm/ε

APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #8

If you do not meet the requirements and you do not declare that you have a supporting document, the system gives an **error** in the **following screen**.



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #9

Once you have ranked the courses in order of preference, in order to submit your application you have to click on **"Iscrivi"** (ENG: **Apply**)

The screenshot displays a table of courses with columns for course ID, name, language, and application details. Below the table, there are two buttons: 'Iscrivi' (Apply) and 'Annulla' (Cancel). The 'Iscrivi' button is highlighted with a red box and a red arrow pointing to it.

	Going Viral: Ideas that Spread the World				
2101	Erasmus Universiteit - Rotterdam School of Management - Macroeconomics	▼	INGLESE	▼	gg/mm/€
2102	Universitaet St. Gallen - Global Water Governance	▼	INGLESE	▼	gg/mm/€
2102	Universitaet St. Gallen - International Management	▼	INGLESE	▼	gg/mm/€
2102	Universitaet St. Gallen - Management in the Digital Economy	▼	INGLESE	▼	gg/mm/€
2102	Universitaet St. Gallen - Poverty Aleviation	▼	INGLESE	▼	gg/mm/€
2102	Universitaet St. Gallen - Strategic Foresight	▼	INGLESE	▼	gg/mm/€
2103	ESADE, Universitat Ramon Llull Business School - Fundaments of Sustainability and Circular Economy in a Holistic Context	▼	INGLESE	▼	gg/mm/€

Home

Informativa utilizzo cookie | © CINECA



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #10

The following screenshot gives the **confirmation** of **enrollment**.

Here you can **save** the **receipt** of registration (it is important that all students do so) or **withdraw** your application.

Bocconi Punto Blu yoU@B MENU

Dettaglio bando

ISCRIZIONE AVVENUTA CON SUCCESSO (ricorda di stampare la ricevuta di iscrizione al bando)

Indietro

Dati del bando

Titolo: ECOL - European Common Online Learning - Spring 2022
Compilazione dal 15/11/2021 10:13 al 22/11/2021 23:59
domande:

Iscrizione

[Rimuovi iscrizione al bando](#) [Stampa iscrizione al bando](#)

Requisiti linguistici dichiarati. Per caricare gli allegati, clicca sull'icona corrispondente al certificato, che trovi nella tabella (solo per i certificati "online")

Effettuare l'upload degli allegati riferiti alle certificazioni linguistiche dichiarate in fase di iscrizione (non c'è bisogno di allegare lo stesso certificato più di una volta)

Certificazione	Lingua	Azioni
[163] - International Certificate to satisfy the minimum English language requirement	INGLESE	



APPENDIX. APPLICATION AT PUNTO BLU

HOW TO APPLY?

STEP #11

For those who declared that they need a supporting document in order to meet the minimum language requirements, it is **mandatory** to **upload** the **PDF** with the scanned **document (international certificate/secondary school diploma/passport)** by **clicking** on the appropriate **icon**.

IMPORTANT: If you **forget** to **upload** your supporting document **by November 29 at 1pm (italian time)** and do not meet the minimum language requirements, your **application** will be considered **invalid**.

The screenshot shows the 'Dettaglio bando' page on the Punto Blu portal. The page header includes 'Bocconi Punto Blu' and 'yoU@B'. The main content area shows the following details:

- Dati del bando:**
 - Titolo: ECOL - European Common Online Learning - Spring 2022
 - Compilazione dal 15/11/2021 10:13 al 22/11/2021 23:59
 - domande:
- Iscrizione:**
 - [Rimuovi iscrizione al bando](#)
 - [Stampa iscrizione al bando](#)
- Requisiti linguistici dichiarati. Per caricare gli allegati, clicca sull'icona corrispondente al certificato, che trovi nella tabella (sotto "Azioni")**

Effettuare l'upload degli allegati riferiti alle certificazioni linguistiche dichiarate in fase di iscrizione (non c'è bisogno di allegare lo stesso certificato più di una volta)

Certificazione	Lingua	Azioni
[163] - International Certificate to satisfy the minimum English language requirement	INGLESE	

A red box highlights the green upload icon in the 'Azioni' column, with a red arrow pointing to it.



CONTACTS

ecol@unibocconi.it



Università
Bocconi
MILANO