

CORSO DI LAUREA MAGISTRALE IN INTERNATIONAL MARKETING, MANAGEMENT AND ORGANIZATION

PIANO DI STUDIO/ STUDY PLAN

COURSES	ECTS	SETTORE SCIENT./ DISCIPLINARE	TERM
1 year			
International Economics	6	SECS-P/06	1
Laboratory of Statistics and Mathematics	9	SECS-S/03 SECS-S/06	1
Leading Change for Organizational Renewal	6	SECS-P/10	1
Strategy & Business Models	9	SECS-P/08	1
Advanced Management & Control	9	SECS-P/07	2
International Commercial, Brand & Patent Law	9	IUS/04 IUS/14	2
International Management	6	SECS-P/08	2
Management Teams for Innovation	6	SECS-P/10	2

COURSES	ECTS	SETTORE SCIENT./ DISCIPLINARE	TERM
2 year			
Innovation Management	6	SECS-P/08	1
Laboratory of Business Strategies and Policies	6	SECS-P/06	1
Relationship Marketing and Social Media	6	SECS-P/08	NON ATTIVATO

One courses among:

Laboratory of Business Process Reengineering and Project Management	6	ING-IND/35	1
Quality Management	6	SECS-P/13	2
Free choice of two courses *	12		
Stage	6		
Final Exam	18		

*** Students are advised to choose 12 ECTS between:****International Business Program**

International Sales & Logistics	6	SECS-P/08	1
Research Tools for Marketing	6	SECS-P/08	1
Laboratory of Negotiation in Cross Cultural Business Environmental	6	SECS-P/10	2

Digital Business Program

Laboratory of Business Analytics & Big Data	6	SECS-S/01	2
Laboratory of New Digital Technology and Coding for Business	6	ING-INF/05	NON ATTIVATO

Sustainability Management Program

Environmental Protection for Sustainable Development	6	SECS-P/13	2
Environmental & Resource Economics	6	AGR/01	2
Integrated Reports & Environmental Accounting	6	SECS-P/07	NON ATTIVATO