



CORSO DI LAUREA MAGISTRALE INTERNATIONAL MARKETING, MANAGEMENT AND ORGANIZATION 24—25

Corso erogato
in lingua inglese

UNI
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International Marketing Management and Organization is a two year, English-taught Master of Science (Laurea Magistrale) program designed to enhance students' business education and establish a strong foundation for their career advancement. The program combines academic rigor with exposure to the business world. Internationalization, innovation, and sustainability are central to the program – both in terms of approach and study subjects.

The curriculum allows students to delve into the most pressing issues faced by today's internationalized firms, including cross-cultural negotiation, international management, quality management, business process reengineering, innovation management, and international logistics.

A variety of interactive learning methods are employed throughout the Master's program, such as case study analysis, team-based simulations, discussions with managers, project works tackling real problems faced by partner companies, company visits, and internships. Students are strongly encouraged to take part in mobility experiences, both within Europe and worldwide.

Upon completing the Master's program, students will possess highly sought-after skills and knowledge in specialized management topics, making them highly competitive in the contemporary job market. They will have gained valuable experience from studying in a multicultural class and working on real-world company projects.

Selected students who successfully complete a double-degree exchange semester at the Carinthia University of Applied Sciences/CUAS of Villach will also earn an Austrian Master's Degree in International Business Management.

Career and job opportunities

The program prepares students for middle- and top-management positions in international, innovative, and sustainable companies. Graduates can pursue careers in areas such as marketing, human resource management, research and development, quality management and sustainability, in business consulting, or research centers. They may also choose to become entrepreneurs or continue their education in a post-graduate program or a doctoral program.

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SEDE

UDINE

DURATA

2 ANNI

CREDITI

120

ACCESSO

LIBERO

CLASSE

CLASSE LM-77
SCIENZE
ECONOMICO-
AZIENDALI

CONOSCENZE RICHIESTE PER L'ACCESSO

To be eligible for admission, students need to hold a BSc degree with a major in economics, business or management from an Italian or a foreign university; they also need to provide evidence of English proficiency at level B2. Enrolment applications are assessed by a committee.

Enrolment of students who are not EU citizens and/or who hold a BSc from a foreign university is subject to specific regulations. For more information, please refer to the following page:

www.uniud.it/en/uniud-international/

www.uniud.it/it/didattica/info-didattiche/conoscenze-requisiti-accesso/international-marketing-management-organization

PIANO DI STUDI

1ST YEAR

COURSES	SEMESTER/CFU
International Economics (SECS-P/06)	1 st /6
Laboratory of Statistics and Mathematics (SECS-S/03 - SECS-S/06)	1 st /9
Leading Change for Organizational Renewal (SECS-P/10)	1 st /6
Strategy & Business Models (SECS-P/08)	1 st /9
Advanced Management & Control (SECS-P/07)	2 nd /9
International Commercial, Brand & Patent Law (IUS/04 - IUS/14)	2 nd /9
International Management (SECS-P/08)	2 nd /6
Managing Teams for Innovation (SECS-P/10)	2 nd /6

2ND YEAR

COURSES	SEMESTER/CFU
Laboratory of Business Strategies and Policies (SECS-P/06)	1 st /6
Relationship Marketing and Social Media (SECS-P/08)	1 st /6
Innovation Management (SECS-P/08)	2 nd /6
One course among:	
• Laboratory of Business Process Reengineering and Project Management (ING-IND/35)	1 st /6
• Quality Management (SECS-P/13)	1 st /6
Internship	6
Free choice of two courses*	12
Final Exam	18

*

Students are advised to choose 12 ECTS between:

COURSES	SEMESTER/CFU
International Business Program	
• International Sales & Logistics (SECS-P/08)	1 st /6
• Laboratory of Cross Cultural Negotiation (SECS-P/10)	2 nd /6
Digital Business Program	
• Laboratory of Coding for Data Analytics (ING-INF/05)	1 st /6
• Laboratory of Business Analytics & Big Data (SECS-S/01)	2 nd /6
Sustainability Management Program	
• Integrated Reports & Environmental Accounting (SECS-P/07)	1 st /6
• Environmental & Resource Economics (AGR/01)	2 nd /6
• Management for Sustainable Businesses (SECS-P/08)	2 nd /6

The course assignment to Spring or Fall semester may be modified for organizational needs



UNIVERSITÀ DEGLI STUDI DI UDINE

HIC SUNT FUTURA



FONDAZIONE
FRIULI

DIES

DIPARTIMENTO
DI SCIENZE ECONOMICHE
E STATISTICHE
UNIVERSITÀ DEGLI
STUDI DI UDINE

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