

ANNEX B2**Framework of the specific training objectives and of the prerequisites**

Master of Science in INTERNATIONAL MARKETING, MANAGEMENT & ORGANIZATION

Rau, art. 12, comma 2, letter b

Allegato B2**Quadro degli obiettivi formativi specifici e delle propedeuticità**

Corso di Laurea Magistrale in INTERNATIONAL MARKETING, MANAGEMENT & ORGANIZATION

Rau, art. 12, comma 2, lettera b

Classe LM-77, Scienze economico-aziendali

N.	Course	Settore SSD	<i>Learning outcomes: knowledge and skills to be acquired</i>		Mandatory preparations* [Propedeuticità obbligatorie*]
1	Strategy & Business Model	SECS-P/08	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> To know the main theoretical theories and models related to corporate and business strategy as well as business models; To know the main methodologies for the implementation of business strategy; To be able to make the diagnosis of business cases and problems of organizations of different size, sector, complexity. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	To be able to apply theoretical knowledge to formulate guidelines for the definition of corporate and business strategy solution, with reference to case studies related to organizations of different size, industry, level of complexity.	
			<i>Autonomia di giudizio</i>	To be able to devise, by rigorously applying an appropriate methodology, a diagnosis and an intervention in corporate and business planning procedures, given the environmental and organizational conditions.	
			<i>Abilità comunicative</i>	To be able to communicate strategy and business model plans to internal and external stakeholders with oral, written and negotiation tools.	
			<i>Capacità di apprendimento</i>	<ul style="list-style-type: none"> To build on the knowledge acquired in the course to undertake continuous learning on further conceptual models, diagnosis techniques about corporate and business strategy as well as business models. Through teamwork, students should acquire the ability to work on projects, to manage independently a complex task, to manage conflicts, to manage independently their working time. 	

2	International Economics	SECS-P/06	<i>Conoscenza e comprensione</i>	To know two important branches of international economics literature: first, the class of models; second, to focus the attention on the economic dynamics at the firm's level, in particular by handling the concept of internal and external economies of scale. Along this framework, several examples taking from the international institution's reports will be discussed.	
			<i>Capacità di applicare conoscenza e comprensione</i>	At the end of the course unit the students will be able to: <ul style="list-style-type: none"> Identify the underlying concept of economics learnt in Micro and Macroeconomics classes to International economics issues and models; use international economics models and tools for to analyses complex topics; understand that economics has no dogmas or accepted truths, but, as a social science, it's must be grounded on a changing reality. 	
			<i>Autonomia di giudizio</i>	At the end of the course unit the students will be able to: <ul style="list-style-type: none"> analyse from a critical point of view every model, idea, fact presented to see under which conditions a specific scientific framework can or cannot be used; analyse international institution's reports to appreciate if the theory matches the facts; learns where he/she can find reliable information/data about international economics; judge a specific economic fact beyond the common point of views. 	
			<i>Abilità comunicative</i>	Being able to communicate (with oral and written tools) the quantitative and qualitative aspects, also with regard to non-expert operators, of international economics models and application, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	Based on the knowledge and methods acquired in the course, students can undertake continuous learning on further conceptual and operational models of international economics.	
3	Laboratory of Statistics and Mathematics	SECS-S/03 SECS-S/06	<i>Conoscenza e comprensione</i>	The course supply the students with specific tools for the quantitative analysis of the univariate and the multivariate phenomenon with a focus on the marketing research methods.	
			<i>Capacità di applicare</i>	At the end of the course unit the students will be able to:	

			<p><i>conoscenza e comprensione</i></p> <ul style="list-style-type: none"> • distinguish and evaluate the different sources of data; • collect data by means of a questionnaire; • recognise the informative contents of a given dataset; • decide how to treat the specific kinds of data; • apply the main inferential tools (HT, linear models, generalized linear models); • apply the data reduction methods (Principal Components Analysis and Factor Analysis); • use the software R for the multivariate data analysis. 	
			<p><i>Autonomia di giudizio</i></p> <p>The students will be able to work independently recognising the different kinds of data, identifying the specific issues involved in the data analysis and applying the optimal statistical tool given a specific empirical framework.</p>	
			<p><i>Abilità comunicative</i></p> <p>Topics faced during the semester introduce the statistical tools that students can use during the development of the master degree thesis and in their future jobs. The empirical homework aims at developing the practical and the communication skills of the students. In particular they will be asked to use the studied statistical methods to collect and to summarise the information.</p>	
			<p><i>Capacità di apprendimento</i></p> <p>The basic statistical methods are given and some additional methods are introduced in order to stimulate the learning capacity of students. Moreover, the students are asked to develop autonomously a practical exercise in order to apply the studied arguments and simulate a work experience.</p>	
4	International Management	SECS-P/08	<p><i>Conoscenza e comprensione</i></p> <p>To develop students' knowledge about the fundamental concepts of doing business in an international environment, with particular reference to:</p> <ul style="list-style-type: none"> • the strategic dimension of international business including the global value chain configuration; • entry modes in international markets; • strategy and marketing in the international business context; • doing business in emerging markets. 	
			<p><i>Capacità di applicare conoscenza e comprensione</i></p> <p>At the end of the course the student should be able to:</p> <ul style="list-style-type: none"> • understand the context of international business as a specific business domain; 	

				<ul style="list-style-type: none"> • apply theories and practices to concrete business cases; • assess the drivers of firms' international performance. 	
			<i>Autonomia di giudizio</i>	<p>At the end of the course the student should be able to:</p> <ul style="list-style-type: none"> • discuss with a critical approach real situations; • integrate the knowledge acquired in other courses in order to solve management issues within an international context 	
			<i>Abilità comunicative</i>	Students will be able to communicate (with oral and written tools, also with regard to non-expert operators) business opportunities and decisions considering the specific challenges coming from the international environment.	
			<i>Capacità di apprendimento</i>	Students will learn a conceptual framework to get oriented and work in the international business context that will help them dealing with a growing number of decisions about strategies across national boundaries	
5	Leading Change for Organization Renewal	SECS-P/10	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To know the main theoretical models on organizational change; • To know the relationship between markets, technology, other environmental features, and internal resources within the process of organizational change; • To know the role of leaders in the process of organizational change. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to critically analyze the need for change of organizations of various size, industry and complexity; • To be able to design a plan for change for organizations of various size, industry and complexity; • To be able to design training activities for change leaders. 	
			<i>Autonomia di giudizio</i>	To be able to devise, by rigorously applying an appropriate methodology, a diagnosis and an intervention of organizational change.	
			<i>Abilità comunicative</i>	<ul style="list-style-type: none"> • To be able to communicate a plan for change to internal and external stakeholders; • To be able to use the techniques and tools of leadership communication for change. 	
			<i>Capacità di apprendimento</i>	To build on the knowledge acquired in the course to undertake continuous learning on further conceptual models, diagnosis techniques and change interventions.	

6	Managing Teams for Innovation	SECS-P/10	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> To understand the behavior of individuals in the working environment; To understand the main features of teams; To identify issues of job satisfaction, commitment, and group think. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> To be able to properly set up a group or a team; To support teams in their problems solving and decision making activities; To support in the resolutions of conflicts 	
			<i>Autonomia di giudizio</i>	After the course, the student will be able to assess the effectiveness of a working team and identify problems and weaknesses.	
			<i>Abilità comunicative</i>	Students will learn how to address conflicts within teams, how to deliver a leadership speech and how to lead a problem-solving session.	
			<i>Capacità di apprendimento</i>	After the course, the student will have the instruments to read documents and materials on human behavior in a working environment and keep updated on the most recent research results on the topic.	
7	Advanced Management & Control	SECS-P/07	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> To know, in a sufficiently structured manner the principles, methodologies and tools that guide the company management in measuring and controlling the value and performance of the company, group and part of the company level; To know, in a sufficiently structured way, the tools for the design and implementation of a multidimensional system of measures for strategic and operational governance of the key variables at company, group and part level; To understand the processes for the design and implementation of a multidimensional system of measures for strategic and operational key variables at company, group and part level. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> To be able to critically analyse the need for developing a measurement & control value and performance system in organizations of various size, industry and complexity; To be able to design a plan of developing and implementation of a multidimensional system of measures for strategic and operational governance of the key variables at company, group and part level; 	

			<i>Autonomia di giudizio</i>	To be able to devise, by rigorously applying an appropriate methodology, a diagnosis and an intervention about measurement & control value and performance system.	
			<i>Abilità comunicative</i>	Being able to communicate (with oral and written tools) the quantitative and qualitative aspects, also with regard to non-expert operators, of measurement & control value and performance systems, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	Based on the knowledge acquired in the course, students can undertake continuous learning on further conceptual and operational models of measurement & control value and performance systems.	
8	International Commercial, Brand & Patent Law	IUS 04 IUS/14	<i>Conoscenza e comprensione</i>	To develop students' knowledge about the fundamental concepts of international commercial, brand and patent law, with particular reference to: <ul style="list-style-type: none"> • structural and operational aspects of international commercial law; • structural and operational aspects of international brand law; • structural and operational aspects of international patent law. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	At the end of the course the student should be able to: <ul style="list-style-type: none"> • understand the context of international commercial, brand e patent law; • apply theories and procedures related to the principal topics of international commercial, brand e patent law; • assess the drivers of evolution of international commercial, brand e patent laws. 	
			<i>Autonomia di giudizio</i>	At the end of the course the student should be able to: <ul style="list-style-type: none"> • discuss with a critical approach real situations; • integrate the knowledge acquired in other courses in order to solve management issues under the constrain of the international commercial, brand e patent laws. 	
			<i>Abilità comunicative</i>	Students will be able to communicate (with oral and written tools, also with regard to non-expert operators) decisions considering the specific challenges coming from the international commercial, brand e patent laws.	
			<i>Capacità di apprendimento</i>	Based on the knowledge acquired in the course, students can undertake continuous learning on further	

				conceptual and operational process of international commercial, brand and patent laws.	
9	Laboratory of Business Strategy and Policies	SECS-P/06	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> To know how to solve, in a team, a specific problem proposed by two real firms. To acquire self-awareness as a business consultant To how to create a productive relationship with firm's delegates and the tutors. To know how to be focussed on the problem solving process and how to deal with a firm and its constraints. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> Students, in teams, must autonomously organize itself to recover all the information, theories, approaches needed to the companies to explore all the possibilities to find proper decision trees. Decision trees will be then presented to the company to find an agreement over the most suitable solution. Students organize themselves as a real consultancy firm. 	
			<i>Autonomia di giudizio</i>	<ul style="list-style-type: none"> Students, in groups, should be able to critically formulate a diagnosis on the problems of the company and identify a path of the decision-making process and an originally developed solution; Students, in teams, through meetings with the company and tutors, learn how to make a continuous comparison between personal judgment and opinions, constraints, suggestions made by clients and their senior consultants. 	
			<i>Abilità comunicative</i>	Being able to communicate in an interactive way and in a direct way (with oral and written tools) the quantitative and qualitative aspects of: problem solving processes, solutions and proposition, to expert but also with regard to non-expert operators. This abilities must enable the interlocutors to understand in details all aspects of the issue.	
			<i>Capacità di apprendimento</i>	Based on the knowledge acquired in the course, students can undertake continuous learning on further conceptual and operational process of business strategy and politics in different complex decision contexts.	
10	Relationship Marketing and Social Media	SECS-P/08	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> To know the main theoretical theories and models related to relationship marketing & social media management; To know the main methodologies for the implementation of relationship 	

				<p>marketing & social media through internet marketing plan definition and implementation;</p> <ul style="list-style-type: none"> • To know the main theories, methodologies, techniques of: social media marketing and management, brand portfolio, advertising strategy in a relationship perspective; 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to apply the main theories, methodologies and techniques of: social media marketing and management, brand portfolio, advertising strategy in a relationship perspective to the diagnosis of business cases and problems of organizations of different size, sector, complexity; • To be able to apply such theoretical knowledge to formulate guidelines for the definition of relationship marketing solution, with reference to case studies related to organizations of different size, sector, complexity; 	
			<i>Autonomia di giudizio</i>	<ul style="list-style-type: none"> • Students should be able to independently and critically formulate a diagnosis of relationship marketing & social media problems, and evaluate an intervention. • Students should be able to choose independently which tools to adopt in the development, given the environmental and organizational conditions. • Through teamwork, students should acquire the ability to work on projects, to manage independently a complex task, to manage conflicts, to manage independently their working time. 	
			<i>Abilità comunicative</i>	Being able to communicate (with oral and written tools) the quantitative and qualitative aspects, also with regard to non-expert operators, of relationship marketing & social media management activities, structures, processes, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	Based on the knowledge acquired in the course, students can undertake continuous learning on further conceptual and operational models of relationship marketing and social media management.	
11	Innovation Management	SECS-P/08	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To recognize the importance of innovation and of its management in today's economic and technological scenario; • To know the main constituents of an innovation strategy and to describe 	

				<p>what are the main organizational antecedents of innovation;</p> <ul style="list-style-type: none"> • To be able to manage the main phases of a typical innovation process. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to apply theories for identifying the main organizational and strategical antecedents of innovation; • To be able to manage the innovation process. 	
			<i>Autonomia di giudizio</i>	<ul style="list-style-type: none"> • to analyse with a critical approach real case histories; • to integrate the knowledge acquired in other courses in order to solve management issues concerning innovation management. 	
			<i>Abilità comunicative</i>	<p>At the end of the course the student will have developed:</p> <ul style="list-style-type: none"> • problem solving abilities, analysis and interpretation skills; • oral and written communication skills; • teamwork and collaboration skills. 	
			<i>Capacità di apprendimento</i>	Based on the knowledge acquired in the course, the student can undertake continuous learning on further opportunities dealing with innovation and innovation management.	
12	Quality Management	SECS P/13	<i>Conoscenza e comprensione</i>	The subject aims at both offering the knowledge relative to the parameters to be taken into account in order to implement a quality system and making the advantages that may derive for enterprises be understood	
			<i>Capacità di applicare conoscenza e comprensione</i>	The both knowledge and understanding of such themes have to offer students the possibility to apply them to various enterprises working in different production field.	
			<i>Autonomia di giudizio</i>	The themes discussed would allow students get an opinion autonomy on the opportunity of adopting a quality system by different enterprises	
			<i>Abilità comunicative</i>	Students would acquire the ability of relating/showing the results obtained by enterprises following the choice of a quality system	
			<i>Capacità di apprendimento</i>	Students would be able to understand the principles on which a quality system is based and the parameters that have to be monitored in order to verify the results obtained	
13	Laboratory of Business Process Reengineering and Project Management	ING-IND/35	<i>Conoscenza e comprensione</i>	<p>To develop students' knowledge about main theories, frameworks, models, tools and processes of business process reengineering and project management with particular reference to;</p> <ul style="list-style-type: none"> • analysis of the business processes and business process reengineering; • analysis of needs related to projects; 	

				<ul style="list-style-type: none"> • prepare projects that are compatible with established objectives and constraints; • manage project planning and progress analysis for business intelligence and for measurement & control value systems, • develop the gap analysis between budget times and parameters and real processes; 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to critically analyse process pattern and measurement processes in real contexts; • To be able to design a plan to develop a project and a process analysis procedure in different firms for size, industry and contexts; • To be able to use IT support for project management 	
			<i>Autonomia di giudizio</i>	To be able to devise, by rigorously applying an appropriate methodology, a diagnosis and an intervention of developing: business process reengineering procedures and project management solutions.	
			<i>Abilità comunicative</i>	Being able to communicate (with oral and written tools) the quantitative and qualitative aspects, also with regard to non-expert operators, of activities characterising business process reengineering and project management, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	To build on the knowledge acquired in the course to undertake continuous learning on further conceptual and operational models of business process reengineering and project management.	
14	International Sales & Logistics	SECS-P/08	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To know the main theoretical models on sales and logistics management in an international context; • To understand how consumer and technology disrupters can impact logistics and sales management; • To know how a company can develop a decarbonization strategy for its logistics operations. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to critically analyse the need for international sales and logistics network development; • To be able to design a plan to develop a performing international sales & logistic network for firms of various size and industries; • To be able to design a plan to develop foreign trade techniques for firms of various size and industries 	
			<i>Autonomia di giudizio</i>	<ul style="list-style-type: none"> • To be able to devise, by rigorously applying an appropriate methodology, 	

				a diagnosis and an intervention of developing an international sales & logistics network.	
			<i>Abilità comunicative</i>	Being able to communicate the quantitative and qualitative aspects, also with regard to non-expert operators, of individual activities, structures, formats and sales processes, as well as the international logistical aspects connected to them, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	To build on the knowledge acquired in the course to undertake continuous learning on further conceptual and operational models on sales and logistics in international contexts.	
15	Laboratory of Negotiation in Cross Cultural Business Environment	SECS-P/10	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • Be familiar with the basic concepts, theories and practices of negotiation and conflict resolution in the business setting • Understand the mechanisms of value creation and achievement of integrative negotiation outcomes in a cross cultural business setting 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • Acquire skills in the systematic preparation of a negotiation with the collection of strategic information regarding the players and the negotiation setting and conditions • Develop skills in negotiation management in cross cultural settings 	
			<i>Autonomia di giudizio</i>	Develop the ability to critically assess the interests involved in the negotiation and formulate judgements about possible solutions in terms of relative optimization, costs and benefits.	
			<i>Abilità comunicative</i>	Acquire interpersonal communication skills in the context of negotiation and conflict resolution, with particular focus on cultural differences.	
			<i>Capacità di apprendimento</i>	Be able to continuously reflect on personal attitudes and potential of improvement in multicultural negotiation situations.	
16	Laboratory of Business Analytics & Big Data	SECS-S/01	<i>Conoscenza e comprensione</i>	The course offers to the students specific tools for the quantitative analysis of the univariate and the multivariate phenomenon with a focus on the marketing research methods.	
			<i>Capacità di applicare conoscenza e comprensione</i>	<p>At the end of the course unit the students will be able to:</p> <ul style="list-style-type: none"> • distinguish and evaluate the different structure, processes and logic of business analytics software; • collect data by different business analytics software and big data datasets; 	

				<ul style="list-style-type: none"> • recognise the informative contents of a given big data dataset; • decide how to treat the specific kinds of data; • apply the main integrated software tools to realise a analytical reports; • apply the main inferential tools; • apply the data reduction methods; • use different software for multivariate data analysis and business analytics processes. 	
			<i>Autonomia di giudizio</i>	After the course, the students will be able to identify, classify, elaborate and understand the main data-set connected with business analytics processes and big data.	
			<i>Abilità comunicative</i>	Students will enrich their language with technical terms and will develop the ability to work and discuss with referents from different firm's functions and suppliers of business analytics tools/software and big data systems.	
			<i>Capacità di apprendimento</i>	After the course, the student will have the basis to further develop his/her knowledge and understanding of business analytics processes and big data dataset.	
17	Laboratory of Coding for Data Analytics	ING-INF/05	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To explore how current technology changes are modifying products and processes. • To identify how new technologies can be used in a company to modify the product offer, processes and strategies. • To understand the basics of coding and the uses of libraries for business needs. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To be able to discuss technology needs with the technical referents of the company. • To assess opportunities for application of new technologies in the company products, processes and strategies. • To be able to talk to suppliers of new technologies. 	
			<i>Autonomia di giudizio</i>	After the course, the student will be able to read and understand the main technological trends and the impacts on the business.	
			<i>Abilità comunicative</i>	Students will enrich their language with technical terms and will develop the ability to work and discuss with referents from different functions and suppliers of technology.	
			<i>Capacità di apprendimento</i>	After the course, the student will have the basis to further develop his/her knowledge and understanding of coding techniques to be employed in applications for business.	

18	Environmental & Resource Economics	AGR/01	<i>Conoscenza e comprensione</i>	The course provides the students with comprehensive knowledge about theoretical approaches and methodological tools of environmental/ecological economics, from a political economic point of view in a perspective of sustainable development.	
			<i>Capacità di applicare conoscenza e comprensione</i>	The course aims to provide graduates an advanced understanding of the methods and tools of environmental resources management.	
			<i>Autonomia di giudizio</i>	The course aims to enable students to acquire a specialized knowledge and understanding of selected aspects in order to: <ul style="list-style-type: none"> • contextualize the different approaches you can adopt; • identify and distinguish the tools, and point out their potential impacts on socio-economic and environmental system; • adopt the tools and understand the results derived from their implementation using examples and case studies about environmental resources management; • analyse the relationships among socio-economic variables and environmental resources interventions; • recognize strengths and weaknesses of both institutional and private interventions in favour of the conservation and/or promotion of environmental resources. 	
			<i>Abilità comunicative</i>	By approaching environmental resources management students will have developed a methodological and cultural preparation that allows them to use skills for a critical approach during communication contexts and to enter various career fields.	
			<i>Capacità di apprendimento</i>	Students will have acquired the aptitude towards critical thinking, creative thinking, communicating, and collaborating in different socio-economic-environmental contexts in order to counteract environmental pollution and promote environmental resources.	
19	Integrated Report & Environmental Accounting	SECS-P/07	<i>Conoscenza e comprensione</i>	<ul style="list-style-type: none"> • To know the main theoretical models of integrated reports and environmental accounting; • To know the relationship between integrated reports processes and environmental accounting procedure in different type of firms, industry and context; 	

				<ul style="list-style-type: none"> To know the role of integrated reports and environmental accounting in the long term sustainable strategy of firms. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	<ul style="list-style-type: none"> To be able to critically analyse the need for the development of an environmental accounting system and of a integrated report for firms of various size, industry and complexity; To be able to design a plan the development of an environmental accounting system and of a integrated report for firms of various size, industry and complexity. 	
			<i>Autonomia di giudizio</i>	To be able to devise, by rigorously applying an appropriate methodology, a diagnosis and an intervention relate to the development of integrated report and environmental accounting in firms of various size, industry and complexity.	
			<i>Abilità comunicative</i>	Being able to communicate the quantitative and qualitative aspects, also with regard to non-expert operators, of the specific features (activities, structures, content, processes) of integrated reports and environmental accounting, so as to enable the interlocutors to understand in details these aspects.	
			<i>Capacità di apprendimento</i>	To build, on the knowledge acquired in the course, to undertake continuous learning on further conceptual and operational models about integrated report and environmental accounting.	
20	Management for Sustainable Businesses	SECS-P/08	<i>Conoscenza e comprensione</i>	To develop students' knowledge about the fundamental concepts of doing business according to a sustainable perspective with particular reference to: <ul style="list-style-type: none"> the strategic dimension of sustainable business; the marketing perspective; the relationship between innovation and sustainability; the implications in terms of internationalization. 	
			<i>Capacità di applicare conoscenza e comprensione</i>	At the end of the course the student should be able to: <ul style="list-style-type: none"> understand the challenges for sustainable businesses; apply theories and practices to concrete business cases; assess the drivers of firms' effective sustainable behaviors. 	
			<i>Autonomia di giudizio</i>	At the end of the course the student should be able to: ^[1] _[SEP] <ul style="list-style-type: none"> discuss with a critical approach real situations; integrate the knowledge acquired in other courses in order to solve 	

				management issues within a context aimed at being sustainable.	
			<i>Abilità comunicative</i>	Students will be able to communicate (with oral and written tools) business opportunities and decisions regarding sustainable businesses.	
			<i>Capacità di apprendimento</i>	Students will be able to build on the knowledge acquired in the course to undertake continuous learning on further conceptual models, diagnosis techniques about developing sustainable businesses.	

*** va indicato il numero di riferimento dell'/degli insegnamento/i propedeutico/i a quello descritto.**

Objective

The course aims to provide students with the knowledge necessary to manage businesses according to a sustainability perspective.

After the completion of the course, students should:

- knowledge and understanding
- know the principles of sustainable management
- know the features of a sustainable business