

UNIVERSITÀ  
DEGLI STUDI  
DI UDINE

hic sunt futura



CONFINDUSTRIA UDINE

A large, stylized graphic of the letter 'M' is positioned in the upper half of the page. The left vertical stroke is orange, the right vertical stroke is blue, and the two diagonal strokes are a lighter blue. The graphic is partially cut off on the left and bottom edges.

EXECUTIVE  
MASTER IN

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**Business  
Administration  
EMBA  
ed. Udine**

1st Level

21-23

The scientific excellence of the University of Udine with the expertise of Confindustria Udine have produced this Executive Master in Business Administration.

It presents a program that develops professional profiles and enables them to face the current competitive scenario through the development of a solid managerial culture. During the lessons, and through Company testimonials, EMBA participants will acquire an integrated and strategic vision of business management and develop effective managerial skills thanks to innovative organizational tools. The Executive MBA aims at fostering the competitiveness of the organizations to which the participants belong and stimulating the exchange between cultural and professional experiences of different kinds. EMBA is a specialized course of absolute excellence that makes use of collaborations with prestigious Universities in Italy and abroad. Its renowned professors have been selected in Italy and abroad for their high profile. Lessons will be taught in Italian or English (with a translation) at the University of Udine, or Confindustria di Udine, and online. The type of attendance envisaged (part-time structure with about one weekend per month) allows one to combine the academic commitment with an established professional path, typical of executive users. Thanks to public and private contributions, this Executive MBA combines high quality with a fair cost profile.

## **TRAINING GOALS**

- Develop a solid knowledge of general management.
- Improve strategic business management skills to effectively respond to growing challenges in a globally competitive environment.
- Learn how to manage organizational and strategic change.
- Strengthen transversal skills to achieve high professional performance.
- Foster personal growth and professional development.
- Initiate and support innovation by capitalizing on opportunities offered by new digital technologies (cloud, IoT, big data).
- Strengthen the candidate's network by becoming part of a high-profile community, establishing contacts with teachers, company witnesses, and other participants.

# MODULES AND CONTENT

## **1. Budget, Finance and Control (50 hours)**

Accounting and budgeting; Budget analysis; Strategic planning and control; Performance measurement; Investments, financing, project financing; Management accounting (costing and budgeting); Business valuation; Seminars.

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## **2. Strategy and Internationalization (50 hours)**

Strategic planning; Innovation and change management; Big Data / Digital Strategy; Knowledge Management; Internationalization management; Elements of Law for International Trade, Mergers and Acquisitions; Seminars.

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## **3. Production, Logistics and Quality (50 hours)**

Management of internal operational activities; Supply chain management; Project Management; Industry 4.0; Quality Management; Lean Management; Seminars.

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## **4. Organization and Work (50 hours)**

Skills analysis and management; Company organization and analysis of processes; Brand/patent management; Employment contracts, incentives and contributions; Diversity and inclusion in the workplace; Role of industrial relations in the 4.0 company; Seminars.

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## **5. Marketing and Communication (50 hours)**

Strategic marketing; Consumer Behavior; Brand reputation; Marketing and Business Policies; Marketing and Sustainability; Behavioral economics; Seminars.

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## **6. Soft skills (50 hours)**

The communication process in complex organizations; Leadership, group management and meeting management; Negotiation strategies; Negotiation techniques; Public speaking; Organizational behavior; Seminars.

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**Total (300 hours)**

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## DURATION AND ORGANISATION

The Master lasts 24 months, one weekend a month, from November 2021 to November 2023, thus allowing to meet the interests of an executive professional profile. The course includes various teaching and training methodologies, including project-work, teamwork and testimonials from consultants and managers, to ensure a concrete and applicative approach. Classes in attendance will be held on weekends, normally one every month, organized in this way:

- Friday: 5pm - 9pm
- Saturday: 9am - 1pm and 2pm - 6pm

## ADMISSION

EMBA will have a minimum number of 15 students and a maximum number of 30.

The Master is open to graduates, with a master or bachelor's degree, from all disciplines. The Commission will evaluate candidates based on their curriculum vitae and a possible interview, either in-person or online, aimed at ascertaining a candidate's motivation, training, and professional background. If the number of applications for admission exceeds the number of places available, admission to the Course will be based on a ranking drawn up by a Commission appointed by the Master's Board. The application for admission must be submitted online by 12.00 am on September 22th, 2021 at the latest: [www.uniud.it/EMBA](http://www.uniud.it/EMBA)

## SINGLE COURSES

It is possible to enroll all the single courses, which can be accessed with a High School Diploma and proven personal experience. For further information: [www.uniud.it/EMBA](http://www.uniud.it/EMBA)

## EMBA CLASSES ACTIVATED

- Average size: 28 participants
- Average age: 39 years
- Origin: whole national territory

## FACULTY

The professors of the Executive MBA UNIUD are renowned professors from Italian and foreign Universities. Among them we would like to point out:

**Baiguini Luca** (Politecnico Milano)

**Beltrame Federico** (University of Venice)

**Bet Andrea** (University of Ferrara)

**Bititci Umit** (Heriot-Watt University, UK)

**Boscatti Alessandro** (University of Milano)

**Cappellari Romano** (University of Padova)

**Cerbioni Fabrizio** (University of Padova)

**Comacchio Anna** (Ca' Foscari Venezia)

**Dalli Daniele** (University of Pisa)

**De Toni Alberto Felice** (University of Udine)

**Di Mauro Carmela** (University of Catania)

**Foster Thomas** (Brigham Young University, USA)

**Frey Marco** (University of Pisa)

**Garlatti Andrea** (University of Udine)

**Garofalo Domenico** (University of Bari)

**Grimaldi Michele** (University of Cassino)

**Liberatore Giovanni** (New York University - Florence)

**Nassimbeni Guido** (University of Udine)

**Noci Giuliano** (Politecnico Milano)

**Mariani Paola** (Bocconi)

**Pittino Daniel** (University of Udine)

**Romano Pietro** (University of Udine)

**Sobrero Maurizio** (University of Bologna)

**Swink Morgan** (Texas Christian University, USA)

**Taisch Marco** (Politecnico Milano)

**Talluri Srinivas** (Michigan State University, USA)

**Tiraboschi Michele** (University of Modena and R.Emilia)

**Tonchia Stefano** (University of Udine)

**Vescovi Tiziano** (University of Venice)

**Visintin Francesca** (University of Udine)

**Zanin Filippo** (University of Udine)

**Zilli Anna** (University of Udine)

## MASTER'S FEE

The Master's course requires an entry fee of 13.032 € divided into two instalments as follows


- I instalment: € 7.016
- II instalment: € 6.016

Members and employees of companies registered at Confindustria Udine can benefit from a reduced fee of 12.032 € divided into two instalments as follows:

- I instalment: € 7.016
- II instalment: € 5.016;

The first instalment of the enrolment fee must be paid during the enrolment phase, while the second instalment is due **on September 30th, 2022**.

## HONOUR LOAN

The granting of honorary loans at zero interest (from 24 to 60 months) is provided by Civi  Bank

## QUALIFICATION

- Master's Degree in Business Administration (EMBA)".
- Certificate of attendance, with related CFU, for those enrolled in single courses (upon request).

## WHY CHOOSE THE EXECUTIVE MBA UNIUD & CONFIINDUSTRIA UDINE?

- Because of its teachers, who are selected from prestigious Universities all over the world.
- Because it is a University Master's degree accredited by the MIUR (Italian Ministry of Education, University and Research).
- Because it has updated content, selected every year.
- Because it is the gateway to Confindustria's rich ecosystem of relationships;
- Because, thanks to public and private contributions, it has a fair price.



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With the patronage of:



CONFINDUSTRIA UDINE

## FOR INFORMATION

[www.uniud.it/EMBA](http://www.uniud.it/EMBA)

Didactic Services Area  
Didactic Programming Office  
via Palladio 8, Udine  
tel 0432 556706/08  
[master@uniud.it](mailto:master@uniud.it)

**Tutor / Program Manager EMBA**  
tel. 0432 558200  
[emba@uniud.it](mailto:emba@uniud.it)

**FARE – Master & Higher Education**  
tel. 0432 556580  
[g.meula.fare@uniud.it](mailto:g.meula.fare@uniud.it)