



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia Marco Biagi

Master Degree / Laurea magistrale **INTERNATIONAL MANAGEMENT**



Academic Year 2017-2018



Master Degree INTERNATIONAL MANAGEMENT

WHY THIS COURSE

WHY TO ENROLL

CAREER OPTIONS

TOPICS & CONTENTS

REQUIREMENTS TO ENROLL

FOR INFORMATIONS

**.....TO MEET THE GROWING DEMAND OF
BUSINESS & ORGANIZATIONS FOR
SPECIALIZED GRADUATES TO SUPPORT THE
INTERNATIONALIZATION'S PROCESSES**

**...THE GLOBAL COMPETITION LEADS
COMPANIES TO HIRE NEW PROFESSIONALS
TO:**

- ☐ PROMOTE THE ADOPTION OF INNOVATIVE
APPROACHES & ENTRY MARKET STRATEGIES
- ☐ MANAGE MARKETING & COMMERCIAL
POLICIES AND TOOLS
- ☐ COMMUNICATE IN FOREIGN LANGUAGES
- ☐



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**TO ACQUIRE AND EXPAND KNOWLEDGES
& SKILLS ON:**

- ☐ INTERNATIONAL MARKETS ANALYSIS AND EVALUTAION
- ☐ MANAGEMENT OF INTERNATIONAL PROCESSES OF THE FIRMS
- ☐ MARKETING DECISIONS INTO THE INTERNATIONAL MARKETS
- ☐ LINGUISTIC COMPETENCIES AND COMMUNICATION SKILLS IN FOREIGN LANGUAGES
- ☐



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THE DEGREE PROGRAM LEADS TO OPERATIONAL AND MANAGERIAL POSITIONS WITHIN TO:

- COMPANIES IN THE MANUFACTURING, RETAILING AND SERVICES SECTORS IN ITALY AND EVEN MORE ABROAD
- CONSULTANCY'S COMPANIES, PUBLIC AND PRIVATE NATIONAL AND INTERNATIONAL INSTITUTIONS



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TOPICS & CONTENTS (1)

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THE DEGREE PROGRAM IS COMPOSED OF DIFFERENT AREAS:

- SCENARIOS AND TRENDS OF THE INTERNATIONAL AND GLOBAL ECONOMY
- METHODS OF INTERNATIONAL MARKET ANALYSIS, BUSINESS STRATEGIES AND ENTRY MARKET STRATEGIES
- MANAGEMENT TOOLS USED BY THE FIRMS IN THE INTERNATIONALIZATION'S PROCESSES
- FOREIGN LANGUAGES: English (advanced) and Chinese



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TOPICS & CONTENTS (2)

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TEACHING COURSES	ECTS Credits
1° year	
Organization form and Design	9
Statistical learning & prediction from data	6
Strategy & innovation	9
Chinese	9
English (advanced)	9
International Economy & Global Markets	9
Industrial Economics	6
Internationalization strategies	9
2° year	
Business intelligence	6
Trade Marketing & Sales Management	9
International Trade Theory & Policy	6
International contract law	6



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TOPICS & CONTENTS (3)

REQUIREMENTS TO ENROLL

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HIGH LEVEL OF INTERACTION BETWEEN THEACHERS & STUDENTS:

- **TRADITIONAL LECTURES**
- **DISCUSSIONS WITH BUSINESS PROFESSIONALS**
- **SEMINARS & CONFERENCES**
- **GROUP PROJECTS**
- **OPPORTUNITY TO PARTECIPATE IN STUDY TOUR & EXPERIENCES ABROAD**



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SAVE
THE DATE

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REQUIREMENTS
TO ENROLL (1)

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DEADLINES

- ☐ APPLICATION FOR EVALUATION OF PREVIOUS ABILITY: BY 28 AUGUST 2017

From: www.esse3.unimore.it on the portal

- ☐ COURSE TRANSFERS AND CHANGES: BY 31 OCTOBER 2016

- ☐ ENROLMENT: FROM 18 JULY TO 21 DECEMBER

CHECK: www.esse3.unimore.it



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**REQUIREMENTS
TO ENROLL (2)**

FOR INFORMATION

QUALIFICATIONS REQUIRED (1)

1. BACHELOR DEGREE BY 21 DECEMBER 2017 (CLASSES L-18 OR L-33; L-17 OR L-28) IN THE ECONOMICS AREA
2. DEGREE OBTAINED WITH AN AVERAGE MARK IN EXAMS TAKEN OF AT LEAST 25/30
3. COMPUTER SKILLS CERTIFIED (ECDL)
4. KNOWLEDGE OF ENGLISH CERTIFIED AS AT LEAST B2 LEVEL



**ADMISSION TO THE COURSE WITHOUT
FURTHER ASSESSMENT**

MORE DETAILS: www.economia.unimore.it



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**REQUIREMENTS
TO ENROLL (3)**

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QUALIFICATIONS REQUIRED (2)

- ☐ STUDENTS NOT IN POSSESSION OF:
 - ☐ CURRICULAR REQUIREMENTS
 - ☐ DEGREE VOTE, OR A AVERAGE OF THE GRADES OBTAINED IN THE EXAMS OF BETWEEN 24/30 AND 25/30



NEED TO UNDERGO AN INTERVIEW BY EXAMINING COMMISSION:

- ☐ DATE: from 11th – to 15th SEPTEMBER 2017.
- ☐ RELATIVE OUTCOME WILL BE NOTIFIED BY 25th SEPTEMBRE 2017
- ☐ STUDENTS MUST TO SUBMIT LANGUAGE CERTIFICATION WITHIN THE DEADLINE FOR ENROLLING (21 DECEMBER 2017)

MORE DETAILS: www.economia.unimore.it



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**REQUIREMENTS
TO ENROLL (4)**

FOR INFORMATION

HOW TO APPLY FOR EVALUATION (UNIMORE GRADUATES / STUDENTS)

PROCEDURE ONLINE. TO LOG ON: www.esse3.unimore.it

- ☐ APPLICATION FORM BEFORE 28 AUGUST 2017
- ☐ ATTACHED DOCUMENTATION:
 - ☐ CV WITH EUROPEAN FORMAT
 - ☐ CERTIFICATION OF ENGLISH LANGUAGE ABILITY (AS AT LEAST B2 LEVEL)
 - ☐ CONFIRM OF COMPUTER SKILLS
 - ☐ MOTIVATION FOR THE CHOICE OF THE COURSE
 - ☐*SUBMIT*



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Head of Master Degree
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Educational Coordinator
Dr. Lara Liverani
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UNIVERSITY OF MODENA & REGGIO EMILIA
Department of Economics "Marco Biagi"

Master Degree / Laurea Magistrale
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***.....BE GLOBAL STUDYING
AND
LIVING IN MODENA***



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