



UNIMORE

UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

International Management IM

Master Degree / Classe di Laurea Magistrale 77

Social Sciences and Humanities/Scienze economico-
aziendali

International Management

WHY TO ENROLL

**AN INTERNATIONAL COURSE IN A MULTI-CULTURAL ENVIRONMENT,
ENTIRELY TAUGHT IN ENGLISH**

**TO MEET THE GROWING DEMAND OF BUSINESSES & ORGANIZATIONS FOR
SPECIALIZED GRADUATES CAPABLE OF ASSUMING MANAGERIAL AND
OPERATIONAL ROLES IN INTERNATIONALIZATION PROCESSES.**

**The increasing international and global competition is leading companies to
hire new professionals capable of:**

- promoting the adoption of innovative approaches & entry market strategies in order to successfully operate in international markets
- managing marketing & commercial strategies, policies and operational tools in a «glocal» perspective
- Collecting, processing and analysing economic and market data at an international level to support the decision-making process of businesses and institutions
- communicating in foreign languages

International Management CAREER OPTIONS

THE DEGREE PROGRAM LEADS TO MANAGERIAL AND OPERATIONAL JOBS WITHIN:

- COMPANIES IN THE MANUFACTURING, RETAILING AND SERVICES SECTORS (B2B AND B2C)

- CONSULTANCY COMPANIES, PUBLIC AND PRIVATE INSTITUTIONS OPERATING AT A NATIONAL AND INTERNATIONAL LEVEL
 - ✓ SALES MANAGER, KEY ACCOUNT, BUYER, INTERNATIONAL MARKET ANALYST, LOGISTICS MANAGER, CRM SPECIALIST, PRODUCT MANAGER, MARKETING MANAGER, ETC.

International Management

MAIN CONTENTS

BUSINESS, MANAGEMENT & ECONOMICS, WITH PARTICULAR REFERENCE TO:

- scenarios and trends of the international and global economy**
- methods of international market analysis, business strategies and entry market strategies**
- management and organizational tools used by companies in their internationalization process**
- foreign languages: English (advanced) and Chinese**

International Management STUDY PROGRAMME

1st YEAR

- Elementary applied econometrics for international economics [credits: 9]
- Industrial economics [credits: 6]
- Internationalization strategies [credits: 9]
- Organizational forms and design [credits: 9]
- Statistical learning and prediction from data [credits: 6]
- Strategy and innovation [credits: 9]
- One examination to be selected from: Chinese or English (advanced) [credits: 9]

2nd YEAR

- International contract law [credits: 6]
- Business intelligence [credits: 6]
- International trade theory and policy [credits: 6]
- Trade marketing and sales management [credits: 9]
- Examination chosen by the student [credits: 9]
- Final examination [credits: 27]



- Business planning [credits: 3]
- Managing B2B relationships in industrial markets [credits: 6]

International Management TEACHING APPROACH

HIGH LEVEL OF INTERACTION BETWEEN TEACHERS & STUDENTS.

NOT ONLY TRADITIONAL LECTURES BUT ALSO:

- CROSS-CULTURAL MEETINGS
- DISCUSSIONS WITH BUSINESS PROFESSIONALS
- SEMINARS & CONFERENCES
- COMPANY VISITS
- GROUP PROJECTS & PRESENTATIONS
- OPPORTUNITY TO PARTECIPATE IN STUDY TOURS & EXPERIENCES ABROAD
 - China study Tour; Double Degrees
- INTERNSHIPS & THESIS PROJECT

International Management ENROLLMENT REQUIREMENTS

SAVE
THE DATE

DEADLINES

- ❑ Application for evaluation of previous abilities: By 27 August 2019

From: Www.Esse3.Unimore.It On The Portal

- ❑ Course Transfers and Changes: By 31 October 2019

- ❑ Enrolment: From 10 July To 20 December 2019

Check: Www.Esse3.Unimore.It

International Management QUALIFICATIONS REQUIRED (I)

1. **BACHELOR DEGREE BY 20 DECEMBER 2019 (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 LANGUAGE CERTIFIED (AT LEAST B2 LEVEL)**



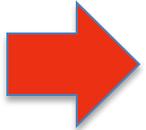
ADMISSION TO THE COURSE WITHOUT FURTHER ASSESSMENT

MORE DETAILS: www.economia.unimore.it

International Management QUALIFICATIONS REQUIRED (II)

STUDENTS NOT IN POSSESSION OF:

- CURRICULAR REQUIREMENTS
- DEGREE VOTE, OR AN AVERAGE OF THE GRADES OBTAINED IN THE EXAMS OF BETWEEN 24/30 AND 25/30



**NEED TO UNDERGO AN INTERVIEW BY AN EXAMINING BOARD:
DATE (provisional): 11th SEPTEMBER 2019.**

RELATIVE RESULTS WILL BE NOTIFIED BY 16th SEPTEMBER 2019

STUDENTS MUST SUBMIT THE LANGUAGE CERTIFICATION WITHIN THE DEADLINE FOR ENROLLING (20 DECEMBER 2019)

MORE DETAILS ON: www.economia.unimore.it

International Management HOW TO APPLY (UNIMORE GRADUATE STUDENTS)

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

APPLICATION FORM BEFORE 27 AUGUST 2019

DOCUMENTS TO BE ATTACHED:

- CV (EUROPEAN FORMAT)
- CERTIFICATE OF ENGLISH LANGUAGE ABILITY (AT LEAST B2 LEVEL)
- COMPUTER SKILLS ACKNOWLEDGEMENT
- MOTIVATION LETTER

.....*SUBMIT*

International Management

HOW TO APPLY (NON-UNIMORE GRADUATE STUDENTS)

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

APPLICATION FORM BEFORE 27 AUGUST 2019

ATTACHED DOCUMENTATION:

- CV WITH EUROPEAN FORMAT
- CERTIFICATION OF ENGLISH LANGUAGE ABILITY (AS AT LEAST B2 LEVEL)
- CONFIRM OF COMPUTER SKILLS
- MOTIVATION LETTER
- STUDY PROGRAM**
- SUMMARY PROGRAMS**

.....**SUBMIT**

International Management

FOR ANY QUESTION OR INFO

❑ **Head of the Master Degree Course:**
Prof. Elisa Martinelli
email address: elisa.martinelli@unimore.it

❑ **Educational Coordinator:**
Mrs Lara Liverani
email address: lara.liverani@unimore.it

Course web page: <http://www.economia.unimore.it/site/en/home/courses-and-exams/master-degree-courses/international-management.html>

<http://www.international.unimore.it/course.html?id=83>