



**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

## 1<sup>st</sup> 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]

## 2<sup>nd</sup> 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



## 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](http://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](http://www.economia.unimore.it)**

# International Management

## HOW TO APPLY (UNIMORE GRADUATE STUDENTS)

PROCEDURE ONLINE. TO LOG ON: [www.esse3.unimore.it](http://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](http://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](mailto:elisa.martinelli@unimore.it)

❑ **Educational Coordinator:**  
**Mrs Lara Liverani**  
email address: [lara.liverani@unimore.it](mailto: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>