



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Master Degree in International Management

Prof. Elisa Martinelli

Department of Economics Marco Biagi
Modena, 25 May 2020

Master Degree in International Management: main contents

Purpose: to meet the growing demand of businesses & organizations for specialized graduates capable of assuming managerial and operational roles in their internationalization processes.

- 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 (English; Chinese)

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 & business 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]



NOT ONLY TRADITIONAL LECTURES!

- *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 IN ITALY & ABROAD (GRANTS)***

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

Career Options

THE DEGREE PROGRAM LEADS TO MANAGERIAL AND OPERATIONAL JOBS SUCH AS SALES MANAGER, KEY ACCOUNT, BUYER, INTERNATIONAL MARKET ANALYST, LOGISTICS MANAGER, CRM SPECIALIST, PRODUCT MANAGER, MARKETING MANAGER, ETC. 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

Master Degree in International Management: Why to enroll

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

- ❑ The number of graduates within the course length is high (85.4%), and distinctly better than the North-East (75.4) and national (75.9) data
- ❑ The dropout rate is low (5.4%), and much better than the indicator calculated by geographical area (6.9%) and far less consistent than the national one (8.4%)
- ❑ One year after graduation, 85% of graduates get a job [North-East (73%); Italy (67%)].
- ❑ Three years after graduation, the employment rate is even more positive: 93% compared to other university graduates at the regional (89.9%) and national level (86.1%).
- ❑ 52.3% of graduates acquire at least 12 ECTS abroad against 19.2% of the North-East area universities and 21.2% of Italian universities.

- ❑ ***Not only hard skills but also soft ones!***

ENROLLMENT REQUIREMENTS

DIRECT ADMISSION TO THE COURSE WITHOUT FURTHER ASSESSMENT FOR THE STUDENTS POSSESSING THE FOLLOWING REQUIREMENTS

1. bachelor degree in the economics area (classes L-18 or L-33; L-17 or L-28): by 21 December 2020
2. average mark in exams taken in the undergraduate degree: at least 25/30
3. computer skills certificate (ECDL)
4. knowledge of English language certificate (at least B2 level): by 21 December 2020

STUDENTS NOT IN POSSESSION OF A BACHELOR DEGREE IN ECONOMICS (CLASSES L-18 OR L-33; L-17 OR L-28)

MUST GET AT LEAST:

- 18 ECTS in SECS-P/07 or SECS-P/08 or SECS-P/09 or SECS-P/10 or SECS-P/11 subject
- 12 CFU in SECS-P/01 or SECS-P/02 or SECS-P/06 subject
- 8 CFU in IUS/01 or IUS/04 subject
- 12 CFU in S/01 or SECS-S/03 or SECS-S/05 or SECS-S/06 subject

- **AVERAGE MARK OF THE GRADES OBTAINED IN THE EXAMS OF THE DEGREE BETWEEN 24/30 AND 25/30**

INTERVIEW BY AN EXAMINING BOARD IN SEPTEMBER 2020

Questions and information

❑ Master degree web-site and 2020 call:

<http://www.economia.unimore.it/site/home/didattica/corsi-di-laurea-magistrale/international-management.html>

❑ Requirements:

<http://www.economia.unimore.it/site/home/didattica/corsi-di-laurea-magistrale/international-management/articolo890033727.html>

❑ 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

SAVE THE DATE

- application deadline: 27 August 2020

On the www.esse3.unimore.it portal

- enrollment: from 13 July to 21 December 2020