



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Unimore Orienta

Modena, 25 marzo 2020

Why to enroll in the Master Degree in International Management

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

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

- 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

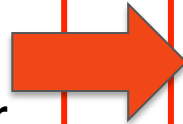
THE DEGREE PROGRAM LEADS TO MANAGERIAL AND OPERATIONAL JOBS SUCH AS SALES MANAGER, KEY ACCOUNT, BUYER, INTERNATIONAL MARKET ANALYST, LOGISTICS MANAGER, CRM SPECIALIST, PRODUCT MANAGER, MARKETING MANAGER, ETC. WITHIN:

- COMPANIES IN THE MANUFACTURING, RETAILING AND SERVICES SECTORS (B2B AND B2C)
- CONSULTANCY COMPANIES, PUBLIC AND PRIVATE INSTITUTIONS OPERATING AT A NATIONAL AND INTERNATIONAL LEVEL

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 I-18 or I-33; I-17 or I-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:

- **BACHELOR DEGREE IN THE ECONOMICS AREA (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 subjects
- 12 CFU in SECS-P/01 or SECS-P/02 or SECS-P/06 subjects
- 8 CFU in IUS/01 or IUS/04 subjects
- 12 CFU in S/01 or SECS-S/03 or SECS-S/05 or SECS-S/06 subjects

FURTHER ASSESSMENT FOR THE STUDENTS NOT IN POSSESSION OF:

- **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:

<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