



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Unimore Orienta 2022

Corsi di laurea magistrale

25 Marzo 2022



UNIMORE
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MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Master's Degree in International Management

Prof. Elisa Martinelli

LM-77

**Classe delle lauree magistrali in
Scienze economico-aziendali**



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Master Degree's in International Management: Purpose and main contents

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



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Master Degree in International Management: Why to enroll

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

- Very high satisfaction rate for the courses taught in the Master's degree
- High percentage of graduates acquiring at least 12 ECTS abroad.
- Not only hard skills but also soft ones!***
- High rate of employability



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Career Options

THE DEGREE PROGRAM LEADS TO MANAGERIAL AND OPERATIONAL JOBS SUCH AS SALES MANAGER, REGIONAL SALES MANAGER, NATIONAL SALES DIRECTOR, KEY ACCOUNT, REP, CBD, BUYER/CPO, INTERNATIONAL MARKET ANALYST, CRM SPECIALIST, 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



Study Programme

2-years master degree: 120 ECTS
Marks ranking from 18/30 to 30/30

NOT ONLY TRADITIONAL LECTURES!

- *CROSS-CULTURAL MEETINGS*
- *DISCUSSIONS WITH BUSINESS PROFESSIONALS*
- *SEMINARS & CONFERENCES*
- *COMPANY VISITS*
- *GROUP PROJECTS & PRESENTATIONS*
- *BUSINESS CHALLENGES*
- *OPPORTUNITY TO PARTECIPATE IN STUDY TOURS & EXPERIENCES ABROAD*
- *INTERSHIPS & THESIS IN ITALY & ABROAD (GRANTS)*

TEACHING COURSES	ECTS	semester
1st year		
Organizational forms and design	9	1
Statistical learning & prediction from data	6	2
Strategy & innovation	9	1
One examination to be selected between: Chinese or English (advanced)	9	1 + 2
Elementary applied econometrics for international economics	9	2
Industrial economics and digital platforms	6	2
Internationalization strategies	9	2
2nd year		
Business intelligence	6	1
Trade marketing & sales management	9	1
Managing B2B relationships in industrial markets	6	2
International contract & business law	6	1
Examination chosen by the student	9	2
Final examination [master thesis/internship]	27	2



- Business planning [credits: 3]
- Cross-cultural Management [credits: 6]



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Company and cultural visits



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Prof. Elisa Martinelli – Master's Degree in International Management: presentation – 25th March 2022



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Business challenges

<https://www.magazine.unimore.it/site/home/notizie/articolo820054928.html>

<https://www.economia.unimore.it/site/home/archivio-in-primo-piano/articolo890062283.html>





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International Opportunities for the IM students (DEMB)

Erasmus exchanges (for study and Traineeship)

21 European Countries and 73 Institutions & Partner Universities

Portugal (5), Spain (15), France (5), Switzerland (3), Austria (1), Germany (7), Belgium (2); The Netherlands (1); UK (1); Czech Rep. (1), Denmark (1), Finland (2), Norway (1), Sweden (1), Lithuania (1), Estonia (1), Poland (2), Croatia (2), Romania (2); Bulgaria (2), etc.....

More Overseas program (financed by UNIMORE)

Amity University (India)

University of Kyoto (Japan)

University of International Business and Economics (UIBE) (China)

Universidad Catolica del Maule (Chile)

Faculdade de Economia, Administracao e contabilidade de Ribeirao Preto da Universidade de Sao Paulo (FEA-RP/USP) (Brasil)

1 Double Degree with Bochum University (D), specifically addressed to the IM students

Internship and thesis (I&T) project, specifically addressed to the IM students



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ENROLLMENT Main deadlines

APPLICATION: WITHIN THE 29 AUGUST 2022

- On the www.esse3.unimore.it portal

ADMISSION: WITHIN THE 16 SEPTEMBER 2022

ENROLLMENT: WITHIN THE 21 DECEMBER 2022

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ENROLLMENT REQUIREMENTS (I)

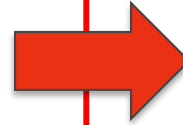
**DIRECT ADMISSION TO THE COURSE
WITHOUT FURTHER ASSESSMENT FOR
THE STUDENTS POSSESSING THE
FOLLOWING REQUIREMENTS**

- 1. bachelor degree in the economics/management area (classes L-18 or L-33; L-17 or L-28): by 21st December 2022**
- 2. average mark in exams taken in the undergraduate degree: at least 25/30**
- 3. computer skills certificate (ECDL) or substitutes (IT course)**
- 4. English language certificate (at least B2 level): by 21st December 2022**



ENROLLMENT REQUIREMENTS (II)

- 1. bachelor degree in the economics/management area (classes L-18 or L-33; L-17 or L-28): by 21st November 2022**
- 2. average mark in exams taken in the undergraduate degree: at least 25/30**
- 3. computer skills certificate (ECDL) or substitutes (IT course)**
- 4. English language certificate (at least B2 level): by 21st December 2022**



STUDENTS NOT IN POSSESSION OF A BACHELOR DEGREE IN ECONOMICS/MNGT (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
- 9 CFU in SECS-P/01 or SECS-P/02 or SECS-P/06 subject
- 6 CFU in IUS/01 or IUS/04 subject
- 6 CFU in S/01 or SECS-S/03 or SECS-S/05 or SECS-S/06 subject

ENROLLMENT REQUIREMENTS (III)

1. bachelor degree in the economics/management area (classes L-18 or L-33; L-17 or L-28): by 21st December 2022
2. average mark of exams taken in the undergraduate degree: at least 25/30
3. computer skills certificate (ECDL) or substitutes (IT course)
4. English language certificate (at least B2 level): by 21st December 2022

- **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 2022**



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Contacts and information

❑ **Master degree web-site and 2022 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: elisa.martinelli@unimore.it

Email: clm_internationalmanagement@unimore.it

❑ **Educational Coordinator:**

Mrs Lara Liverani

email address: lara.liverani@unimore.it

SAVE THE DATE

- application deadline:
29th August 2022

On the www.esse3.unimore.it
portal

- enrollment: from 11th July to
21st December 2022



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***Thanks a lot for the attention
and take the IM challenge!***