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UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Meeting of the II year IM Master Degree students

Professor Elisa Martinelli

Head of the Master's Degree in IM

Professor Ylenia Curzi

Responsible for the supervisor allocation process

Master's Degree in IM

Mrs Lara Liverani

Educational coordinator

October, 07th 2022



Agenda

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- Course Evaluation: Students' assessment (A.Y. 2019/20-20/21-21/22)
 - Erasmus traineeship
 - Study plan and free choices
 - New elective for you: MeetTheManagers (MTMs)
 - Tips on the master thesis allocation process
 - The Internship and Thesis in Italy and abroad (I&T) Project
 - AOB (Other possible issues you are willing to discuss about....)



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Course Evaluation: Students' assessment

A.A.	D01	D02	D03	D04	D05	D06	D07	D08	D09	D10	D11	D12	D13	D14	D15	D16	Tot Risp
2021/22	85,8%	87,3%	86,8%	89,3%	94,4%	86,6%	85,9%	89,7%	94,8%	93,6%	88,9%	89,6%	89,0%	85,8%	81,0%	84,8%	733
2020/21 II sem	87,1%	85,6%	83,3%	83,5%		84,1%	82,7%	90,6%	92,6%	91,3%	89,0%			82,5%	76,7%	80,2%	466
2020/21 I sem	93,5%	91,3%	95,9%	93,6%		92,2%	94,2%	95,4%	96,8%	99,0%	93,2%			93,2%	93,2%	96,3%	413
2019/20 II sem	92,9%	86,7%	84,7%	80,6%		81,6%	80,6%	94,7%	91,8%	92,9%	85,6%			81,6%	76,5%	82,7%	98
2019/20 I sem	88,0%	89,2%	84,3%	87,8%	87,6%	80,1%	80,9%	88,8%	89,1%	92,3%	86,3%	92,4%	89,8%	78,6%	90,0%	88,1%	343

Questions

d01	Is your Background Knowledge sufficient for this course? (Q01)
d02	Is the course study load consistent with the official number of credits of this course?(Q02)
d03	Is the suggested bibliography/available didactic material adequate to study this course?(Q03)
d04	Are the examination procedures clear? (Q04)
d05	Has the course timing/schedule been closely followed by the Teacher?(Q5)
d06	Does the instructor motivate/stimulate the student's interest in the course subject?(Q6)
d07	Does the instructor clearly explain the subject?(Q07)
d08	Are the extra didactic activities(training sessions, lab sessions, etc...) useful to learn the subject?(Q08)
d09	Is the course teaching consistent with the Web course description?(Q09)
D10	Is the instructor available for clarifications/explanations?(Q10)
D11	Are you interested in the topics covered by this course?(Q11)
D12	Are classrooms suitable for course classes? (Q12)
D13	Are classrooms and labs for extra didactic activities fit for use?(Q13)
D14	Are you globally satisfied with this course?(Q14)
D15	Course load viability (Q15)
D16	Overall organisation of the courses (Q16)



Students' evaluation 2021_2022

Course - Teacher	D14 Are you globally satisfied with this course	N. of respondents
Business Intelligence	88%	57
Business Planning	88%	25
Chinese	89%	9
Cross Cultural Management	97%	39
Elementary Applied Econometrics For International Economics	67%	66
English (Advanced)	90%	58
Industrial Economics	90%	60
International Contract And Business Law	88%	50
Internationalization Strategies	77%	60
International Trade Theory And Policy	60%	53
Managing B2b Relationships In Industrial Markets	100%	12
Organizational Forms And Design	85%	59
Statistical Learning And Prediction From Data	93%	61
Strategy And Innovation	97%	59
Trade Marketing And Sales Management	97%	58



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Erasmus+ per Traineeship AY 2022/23 - the call is going to be issued soon

opportunity to spend a traineeship period in a company based in one of the countries participating in the Programme, namely the Member States of the European Union, the countries of the European Economic Area, the former Yugoslav Republic of Macedonia, Serbia, and Turkey.

2-month minimum stay (no shorter than 60 days); financing is guaranteed for 4-month traineeships, whereas.

Types of mobility

- physical mobility (traditional): eligible funding for the entire period;
- virtual abroad: eligible funding for the entire period;
- blended / mixed: funding for the physical mobility period only;
- virtual from Italy: no financing.

Internships (with a minimum duration of 2 months (no shorter than 60 days) and funded maximum for 4 months - for any additional month the sole status of Erasmus student is ensured) cannot start before **January, 2023** and must be completed no later than **September 30, 2023**.

CREDITS but the internship cannot be used for the master thesis purpose



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Study plan and Free choices

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	6	2
Internationalization strategies	9	2
2nd year		
Business intelligence	6	2
Trade marketing & sales management	9	1
International trade theory & policy	6	2
International contract & business law	6	1
Examination chosen by the student	9	2
Final examination [master thesis/internship]	27	2

New entry!
MTM

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



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MANAGING B2B RELATIONSHIPS IN INDUSTRIAL MARKETS

within B2B markets, most of the choices and outcomes for one firm are strongly dependent on the actions and reactions of other firms, be these suppliers, customers, distributors and competitors. In fact, other specific firms are so important that it becomes necessary to understand their individual strategies in order to forge one's own strategies. For instance, a couple of large industrial customers can have such an impact that the selling firm needs to analyze in detail their "organizational buying behavior"

Prof. Enrico Baraldi

Full Professor,

Department of Engineering Sciences,

Uppsala University



California Management Review,

Journal of Business Research,

Industrial Marketing Management, Technovation, etc.

2 visiting Professors

CROSS-CULTURAL MANAGEMENT

This course develops cross-cultural competences especially related to international business relationships and sales. Students acquire both knowledge and skills to master the cross-cultural challenges when engaging with clients, partners, and collaborators from other cultures. The course applies intercultural theory to international business relationships and sales settings. The discussion of case studies and the conduct of role plays will help students to apply their learning to real life situations.

Prof. a.D. Dr. Dr. h.c. Michael Kleinaltenkamp

Professor of Business and Services Marketing

Marketing Department,

School of Business & Economics,

Freie Universität Berlin



Industrial Marketing Management,

Journal of Marketing



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New elective: MeetTheManagers

3ECTS; 12 seminars

Period: 1° semester_end of October-21 December 2022

Teaching method: delivered by various managers, professionals who are experts in their specific sectors and representatives of leading trade associations,

Objective: to make the students grasp the market situation and the various trends that characterize some supply chains and sectors that are important to the Italian economy and companies at an international level (ceramic, mechanical-ceramic, agri-food, foodservice, packaging, fashion, etc.). In fact, students will be able to learn the structure, scenarios, key success factors and disruptive drivers (war in Ukraine and international tensions, inflation, pandemic, digital, omnichannel, sustainability, etc.) impacting these sectors. This applied and managerial approach will allow students to exploit the theoretical knowledge gained during the first year with concrete sectorial and managerial visions, cases and experiences.

Exam: essay of 250-500 words for each seminar; to be delivered to the teacher (Elisa Martinelli) at the end of the course.



SOCIAL MEDIA & ECOMMERCE IN CHINA 2022

OCTOBER 26 An intro to China		
ITALY TIME	CHINA TIME	
08:30-09:00	14:30-15:00	Opening Speech Valerio De Parolis Console Generale d'Italia a Canton Massimiliano Tremitterra, Direttore Ufficio ICE Canton
09:00-10:15	15:00-16:00	Introduction: Why is China so digital? Andrea FENN, Adiacent China
Break		
10:15-11:30	16:15-17:30	China Digital Eco System Tanner TAN, Asia Assist
OCTOBER 28 Platform introduction in China: E-commerce		
08:30-08:45	14:30-14:45	Introduction
08:45-10:00	14:45-16:00	ALIBABA: platform intro and sharing
Break		
10:15-11:30	16:15-17:30	VIP.COM: Platform intro and sharing Hillary WANG, VIP.COM
NOVEMBER 2 Platform introduction in China: Social Media		
08:30-08:45	15:30-15:45	Introduction
08:45-10:00	15:45-17:00	Wechat: China's superapp
Break		
10:15-11:30	17:15-18:30	Douyin: platform intro and sharing
NOVEMBER 4 Digital business strategy in China		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	China E-commerce business strategy
Break		
10:15-11:30	10:15-11:30	Brand: a success case of digital business in China
NOVEMBER 9 How to run e-commerce in China		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	Foundations of E-commerce in China Riccardo CAVAGLIA', Adiacent China
Break		
10:15-11:30	10:15-11:30	Brand: a success case in e-commerce mgmt

NOVEMBER 11 Digital marketing and influencers in China		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	Digital marketing and influencers in China Omar PACCAGNELLA, Adiacent China
Break		
10:15-11:30	10:15-11:30	GANASSINI: driving online sales through influencers Carlo Dragonetti, Rilastil China
NOVEMBER 16 Social commerce and new e-commerce trends		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	Cross-culture experience sharing Mattia ROMEO, KOL & Anchorman
Break		
10:15-11:30	10:15-11:30	Group buying, livestreaming and latest trends Chenyin PAN, Adiacent China
NOVEMBER 18 Fashion and digital in China		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	Digital for Fashion in China Maria Amelia ODETTI, Adiacent China
Break		
10:15-11:30	10:15-11:30	GOLDEN GOOSE: a success case of digital business Mauro Maggioni, Golden Goose China
NOVEMBER 23 F&B and digital in China		
08:30-08:45	08:30-08:45	Introduction
08:45-10:00	08:45-10:00	Wine and digital in China
Break		
10:15-11:30	10:15-11:30	Lavazza / Illy: promoting Italian coffee online in China
NOVEMBER 25 Final remarks		
08:30-08:45	15:30-15:45	Introduction
08:45-09:45	15:45-16:45	Round table: China, digital jobs and digital opportunities for Italian brands
Break		
10:00-11:00	17:00-18:00	University and student sharing
11:00-11:30	18:00-18:30	Conclusion remark



The Master Thesis

- A written and original work
 - ❖ On an approved topic related to the Master's degree programme contents
 - ❖ Which combines both theoretical and empirical aspects
 - ❖ supported by a **supervisor**

- An appointed Committee will assign each student to a specific supervisor



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Allocation process: Deadlines

Applications will be evaluated three times a year:

- ❖ at the end of the Winter term
- ❖ during the Summer term
- ❖ at the end of the Summer term

The deadlines to submit your application are:

- ❖ End of February/beginning of March 2023
- ❖ 6th JUNE 2023
- ❖ 2nd OCTOBER 2023



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Applying for the supervisor's allocation: Prerequisites

For students enrolled before the 2021/2022 AY.

Students can apply for the allocation of a supervisor **only**:

- ❖ If they have completed all the exams included in their study programme or
- ❖ if they still have to take exams but the total number of credits to be earned **does not exceed 15 ECTS.**

Exceptions:

Students selected for the **outbound mobility programme towards non-European countries** and the **Modena-Bochum Double Degree programme**. The coordinators of these programs will be appointed as supervisors (no choices could be made by the students).

Students with more than 15 credits left (i.e. 21 credits left) who wish to do an internship project for thesis offered by the IM master degree course (i.e. self-selected internships are excluded)



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Applying for the supervisor's allocation: Prerequisites

ONLY FOR 2021 STUDENT COHORT: STUDENTS ENROLLED IN THE SECOND YEAR OF THE MASTER DEGREE COURSE IN THE 2022/2023 ACADEMIC YEAR

They can apply for the allocation of a supervisor **only**:

- ❖ if they still have to take exams but the total number of credits to be earned **does not exceed 21 ECTS**.

Exceptions:

Students selected for the **outbound mobility programme towards non-European countries** and the **Modena-Bochum Double Degree programme**. The coordinators of these programs will be appointed as supervisors (no choices could be made by the students).



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The Supervisor's allocation

In filling out the on-line application form, you must express **your preferences for each Professor eligible** as thesis supervisor within the IM Degree Programme, **ranking each of them from the highest (1st choice) to the lowest one (last choice)**.

To this end, please read the detailed description of their research topics in the Master's Thesis Guidelines, **the specific thesis projects offered by some Professors** and consult their publications on their UNIMORE's webpage

Note: the Committee will take students' preferences into consideration as far as possible. **However, in order to ensure a fair distribution of teaching commitments among the Professors**, the Committee may decide to appoint as supervisor a Professor who does not correspond to the students' first choices

The supervisor would be allocated **within one month from the application deadline**



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The Company Internship allocation *I&T in Italy and Abroad program*

The thesis research project might stem from an internship experience

CV (up-to-date and detailed) + [Privacy statement](#) (**ADD the following sentence INSIDE THE CV**): In compliance with the GDPR and Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance with art. 7 of the above mentioned Decree.

Your choice of the Company Internship Projects will be considered as final and binding

The allocation of the Company Internship Projects **will be done by the IM Thesis Committee**

- ❖ **interview with the company**

Internships abroad or in other Italian provinces apart from MO and RE would be supported with a grant

- call

The IM thesis Committee will appoint your **supervisor on the basis of the activities performed during the internship** (therefore, the Professor appointed as your supervisor may not correspond to your first choices)



Assignment of grants

The grant for a **four month period (additional money for longer periods not longer than 6 months)**, all inclusive, is :

- ❖ 3.000,00 euros for outgoing mobility to Group 1 European Countries (Austria, Denmark, Finland, France, Ireland, Lichtenstein, Norway, Sweden and United Kingdom) (with a supplement of 300,00 euros per month from the fifth month and for a maximum of two months).
- ❖ 2.000,00 euros for outgoing mobility to Group 2 and 3 European Countries (Belgium, Croatia, Czech Republic, Cyprus, Germany, Greece, Iceland, Luxemburg, the Netherlands, Portugal, Slovenia, Spain, Turkey, Bulgaria, Estonia, Hungary, Lithuania, Malta, Poland, Romania, Slovakia, former Yugoslav Republic of Macedonia, Serbia, Montenegro, Albania) (with a supplement of 250,00 euros per month from the fifth month and for a maximum of two months).
- ❖ 4.000,00 euros for outgoing mobility to non- EU countries (with a supplement of 250,00 euros per month from the fifth month and for a maximum of two months).
- ❖ 200 euros per month for an internship in ER in provinces different from the Modena and Reggio Emilia ones; 300 euros per month in Italy, extra ER.

The internship has to be full time. In the case of an internship partly in Italy and partly abroad the amount of the grant will be proportionally reduced.

Grants will be assigned through a call for competition on the basis of the ranking list drawn up by the examining Board



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Exceptions for you!

Students enrolled in the second year in the 2022/2023 AY who have completed all the exams of the first year (2020/2021 AY) may apply for one of the internship projects offered by the master degree course and starting in January 2023.

Interested students should fill in a specific online form by October 14th, 2022

In the online form, you must indicate:

- Name, surname, matrix number
- Level of English, Italian and other foreign languages
- Your preferences for the offered internship projects: rank them from the first to the last choice
- You will also have to upload your up-to-date CV including the privacy statement

The online form will be sent by email no later than **Thursday, October 11th, 2022**

The IM thesis Committee will appoint your **supervisor on the basis of the activities performed during the internship**



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Thanks a lot for the attention

Any questions?