



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Unimore Orienta 2024

Corsi di laurea magistrale

19 Marzo 2024



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di Economia
Marco Biagi

Master's Degree in International Management

Head: Prof. Federico M. Mucciarelli

Vice-Head: Prof. Elisa Martinelli

LM-77

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



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

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

- ☐ To promote the adoption of innovative approaches & entry market strategies in order to successfully operate in international markets
- ☐ To manage marketing & commercial strategies, policies and operational tools in a «glocal» perspective
- ☐ To collect, process and analyse economic and market data at an international level to support the decision-making process of businesses and institutions
- ☐ To communicate 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
- ☐ The highest 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

Managerial and operational jobs such as:

- **sales manager, regional sales manager, national sales director, key account, ect.**
- **rep,**
- **CBD,**
- **buyer/CPO,**
- **international market analyst,**
- **CRM specialist, marketing manager, Category Manager, etc.**

➤ 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 EXPERIENCES ABROAD*
- ***INTERSHIPS & THESIS IN ITALY & ABROAD (GRANTS)***

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



- **MeetTheManagers [credits: 3] 1 semester**
- **Business planning [credits: 3] 2 semester**
- **Cross-cultural Management [credits: 6] 2 semester**
- **B2B Social Media Marketing [credits: 3] 2 semester**

Company and cultural visits





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Business challenges and/or Contest

<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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Prof. Elisa Martinelli – Master Degree in International Management: presentation



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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), Poland (3), Croatia (2), Romania (2), Bulgaria (2), etc.....

Erasmus+ KA131 - EXTRA UE program (financed by UNIMORE):

Amity University (India)

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

University of Shanghai for Science and Technology (USST) (China)

Universidad Catolica del Maule (Chile)

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

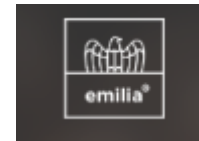
Double Degree with Bochum University (D), specifically addressed to the IM students

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

Internship and thesis in Italy and Abroad (I&T) project

The master thesis might stem from an internship experience through the I&T in Italy and abroad project

- On a volunteer base
- Internship period: 4-6 months
- Application and colloquium with the selected company; its decision is final and binding



The grant for a **four month period (additional money for longer periods not longer than 6 months) abroad**, 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).

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

- 100 euros per month for an internship in the Modena and Reggio Emilia province;
- 200 euros per month in other Emilia Romagna provinces;
- 250 euros per month for internships in the rest of Italy.

Some (currently 100 companies) of OUR PARTNERS in the I&T project...



UNIMORE

Our students win awards and prizes!



Servizio | Ricerca

Il Sole 24 Ore premia la tesi sul valore dell'inclusione

A Viviana Tanzella il premio per la ricerca svolta all'Università di Modena

di Davide Madeddu

30 novembre 2022

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Prof. Elisa Martinelli – Master Degree in International Management: presentation

ENROLLMENT REQUIREMENTS (I)

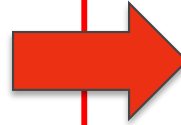
DIRECT ADMISSION TO THE COURSE WITHOUT FURTHER ASSESSMENT FOR THE STUDENTS POSSESSING THE FOLLOWING REQUIREMENTS

1. **bachelor degree in the
economics/management area (classes L-18
or L-33; L-17 or L-28**
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**



ENROLLMENT REQUIREMENTS (II)

1. **bachelor degree in the economics/management area**
(classes L-18 or L-33; L-17 or L-28)
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)**



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)
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)

- 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 2024



Contacts 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. Federico M. Mucciarelli
email: clm_internationalmanagement@unimore.it
- ❑ **Educational Coordinator:**
Mrs Lara Liverani
email address: lara.liverani@unimore.it



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