



## Master's Degree Programme in International Management

**2 years, full time**  
**ECTS credits: 120**

About this degree	Course Content	Minimum Entry requirement	Additional Entry requirement	Teaching Programme
<p>The Master's degree programme in International Management is designed to meet the growing demand of businesses and organizations for specialized graduates capable of assuming operational and managerial roles in internationalization processes. The deep changes and increasing competitiveness within international markets have led companies to hire new professionals to promote innovative and more effective methods for in order to deal with emerging markets. Professionals</p>	<p>In order to respond to the specific requirements of the job market, the degree programme is subdivided into different areas of study. The first is based on methods of international market analysis and on business management tools which are employed in the process of internationalization. The</p>	<p>Bachelor Degree</p>	<p>Adequate knowledge in the following subjects: Business Administration, Marketing, Management, Economics, Statistics and Mathematics</p>	<p><b>1° year</b></p> <ul style="list-style-type: none"> <li>-Industrial economics (6)</li> <li>-Elementary applied econometrics for international economics (9)</li> <li>-Internationalization strategies (9)</li> <li>-Organizational forms and design (9)</li> <li>-Statistical learning and prediction from data(6)</li> <li>-Strategy and innovation (9)</li> <li>-One examination to be selected from:</li> <li>- Chinese (9) - English (advanced) (9)</li> </ul>

<p>who play an active role in these processes must possess a keen capacity for analyzing international markets, a mastery of a wide range of financial, organizational and legal skills, the ability to manage commercial policies, and a thorough knowledge of marketing. They must also have solid communication skills in foreign languages.</p> <p><b>CARRER OPTIONS</b></p> <p>At the end of the programme, students will possess a body of knowledge and skills in economics, the management of activities and relations with international markets, combined with language competencies, all of which can be applied to manufacturing industries and services as well as to other organizations in Italy and abroad. This Master degree programme prepares</p>	<p>second area concentrates on marketing tools to support the action of companies in international markets, with specific reference to product policies, customer portfolio management and foreign market sales networks. The third area addresses the management and organization of company networks at the local and international level, with specific reference to outsourcing, forms of partnerships and innovative processes. The program also deals with the analysis of industrial structures and productive systems to</p>			<p><b>2° year</b></p> <p>Business intelligence (6)</p> <ul style="list-style-type: none"> <li>-International contract law (6)</li> <li>-International trade theory and policy (6)</li> <li>-Trade marketing and sales management (9)</li> <li>-Examination chosen by the student (9)</li> <li>-Final examination (27)</li> </ul>
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<p>for managerial and operational positions in the commercial and marketing sectors playing a fundamental role in the internationalization processes. According to the courses chosen graduates will also be able to cover positions of international market and systems analysts within public and private, national and international institutions, as experts in local production systems and as industrial analysts.</p>	<p>understand how they change in order to keep up with the dynamics of international markets. Instructional methods focus on the integration of knowledge with acquired skills, thus encouraging a high level of interaction between professors and students. Activities include lectures, discussions with business professionals, seminars, group projects, the opportunity to spend study periods and to participate in research projects abroad.</p>			
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