

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 are leading companies to hire new professionals to promote innovative and more effective methods to deal with international markets and customers.</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</p>	<p>1° year</p> <ul style="list-style-type: none"> -Industrial economics and digital platform (6) -Elementary applied econometrics for international economics (9) -Internationalization strategies (9) -Organizational forms and design (9) -Statistical learning and prediction from data(6) -Strategy and innovation (9) -One examination to be selected from:

<p>Professionals who play an active role in these processes must possess a keen capacity for analyzing economic trends, a mastery of a wide range of managerial, organizational and legal skills, the ability to effectively manage the salesforce, distribution channels and customers. They must also have solid communication skills in foreign languages.</p> <p>CARRER OPTIONS</p> <p>This Master's degree programme prepares for managerial and operational positions in the commercial and marketing departments as Export manager, Sales Manager, Key account Manager, Customer Business Developer, Rep, etc. Manufacturing, retailing and service companies that have economic relations with foreign markets are welcoming the IM</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 and distribution networks.</p> <p>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.</p> <p>The program also deals with the analysis of industrial structures,</p>			<p>- Chinese (9) - English (advanced) (9)</p> <p>2° year</p> <p>Business intelligence (6)</p> <p>-International contract law (6)</p> <p>-Managing B2B relationships in industrial markets (6)</p> <p>-Trade marketing and sales management (9)</p> <p>-Examination chosen by the student (9)</p> <p>-Final examination (27)</p>
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<p>students' competences. Graduates will also be able to cover positions of international market and systems analysts within public and private, national and international institutions, consulting companies, as experts in local production systems and as industrial analysts.</p>	<p>productive systems and digital platforms to 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, business challenges, company visits, the opportunity to spend study periods and to participate in research projects abroad.</p>			
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