



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. Professionals who play an active role in these processes must possess a</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 second area concentrates on marketing tools to support the</p>	<p>Bachelor Degree</p>	<p>Adequate knowledge in the following subjects: Business Administration, Marketing, Management, Economics (micro, macro 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: - Chinese (9) - English (advanced) (9)

<p>keen capacity for analysing 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 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</p>	<p>action of companies in international markets, with specific reference to product policies, customer portfolio management and foreign market sales and distribution 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, productive systems and digital platforms to understand how they change in order to keep up with the dynamics of international markets. Instructional methods</p>			<p>2° year</p> <p>Business intelligence (6)</p> <ul style="list-style-type: none"> -International contract and business law (6) -Managing B2B relationships in industrial markets (6) -Trade marketing and sales management (9) -Examination chosen by the student (9) -Final examination (27)
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<p>experts in local production systems and as industrial analysts.</p>	<p>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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