



**UNIMORE**

UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA

# “Marco Biagi” Department of Economics

**Master’s Degree Programme in International Management**



# Master's Degree Programme

**“Marco Biagi”**  
**Department of Economics**

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

Programme start: **September 2020**  
Application deadline: **6th May 2020**

## Teaching Programme

### 1° year

Industrial economics (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)

### 2° year

Business intelligence (6)  
International contract law (6)  
International trade theory and policy (6)  
Trade marketing and sales management (9)  
Examination chosen by the student (9)  
Final examination (27)

## Presentation

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 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.

## Course content

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 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 understand how they change in order to keep up with the dynamics of international markets. Instructional methods focus on the in-

tegration 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.

## Career options

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 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.

## How to apply

- Register on the [www.esse3.unimore.it](http://www.esse3.unimore.it) site under the Registration heading and insert the data requested,
- after having obtained the access credentials, do the login and then click on Application for evaluation from the left-hand menu,
- subsequently, to complete the procedure connect to the link as specified in esse3 and in the guide to the application

# in International Management

for admission,

· complete the application for evaluation, inserting the information requested.

## Fees and scholarships

min. €600 – max. €2,200. You can apply for the following benefits: 1. A scholarship with total exemption from tuition fees; 2. A reduction of tuition (for those not eligible for total exemption); 3. A financial aid for accommodation and meals. The rules and requirements for submitting the application are contained in the “Notice of Benefits for Entitlement to Study” (Bando Benefici per il Diritto allo Studio) published by ER.GO: [www.er-go.it](http://www.er-go.it). Incoming students willing to apply for benefits are recommended to contact ER.GO at an early stage of their application to the Master, to be informed on the deadlines. You may also want to contact the International Welcome Desk for guidance on any practical issue, including applications for VISA.

## “Marco Biagi” Department of Economics

The Department of Economics “Marco Biagi” located in Modena since July 2012 integrates the functions of research and teaching of the former Faculty of Economics.

The Faculty was established in 1968. It became quickly prestigious thanks to the presence of valid teachers and the quality of the studies. The reputation gained in the research and training- including post-graduation and the promotion of initiatives aimed at the territory have consolidated over time, the opportunities for collaboration with the Department’s main economic and institutional actors at local, regional, national and international level.

In the field of the research the Department may rely on an extensive network of international relations. It also cooperates

with many foreign universities in various actions brought by the European Union (such as Erasmus+). Students have the opportunity to attend courses at the Universities of European and non-European countries, and to realize internships at companies and foreign institutions.

Through the Traineeship Office, the Department promotes and manages the provision of traineeships, using an established network of contacts with business associations, individual companies, professional firms, government agencies, foundations, and national and international institutions.

## About UNIMORE

UNIMORE has a longstanding tradition (it was founded in 1175) and is considered one of the best universities in Italy for teaching and research. It is ranked at 2nd among public universities according to Italy’s leading financial daily. Over 27,000 students including 3,500 postgraduates, is large enough to offer all the facilities one would expect from a major university (well-stocked libraries, computer rooms, free internet connection and study support services) but small enough to retain a personal and

friendly learning environment. Located in the heart of one of Europe’s wealthiest and most dynamic regions, which is world-renowned for its production of mechanical parts, engines, sports cars (e.g. Ferrari and Maserati) as well as for its agro-food sector, ceramic tiles and manufacturing industries.

UNIMORE benefits from a longstanding relationship with the area’s firms and corporations, which provide private support for university research and a unique opportunity for on-the-job training before graduation.

## Contacts

### Programme web page

[www.international.unimore.it](http://www.international.unimore.it)

### Programme coordinator

[info.economia@unimore.it](mailto:info.economia@unimore.it)

### International Welcome Desk

[internationalwelcomedesk@unimore.it](mailto:internationalwelcomedesk@unimore.it)

### Information Desk

[informastudenti@unimore.it](mailto:informastudenti@unimore.it)



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