



Corso di Laurea Magistrale/Master's Degree in  
**INTERNATIONAL MANAGEMENT AND MARKETING**  
Classe delle Lauree Magistrali n. 77 - Scienze economico- aziendali

1) curriculum: **INTERNATIONAL MANAGEMENT**

**STUDY PLAN A.Y. 2024-2025**  
enrolment a.y. 2024-2025 (coorte 2024)

code	SSD	FIRST YEAR (A.Y. 2024-2025)	CFU	hours	term
134005-ENG	SECS-S/03	Statistics for Management	6	48	1
		<b>scelta tra/ 1 choice from the following:</b>			
184002-ENG	IUS/04	International Markets and Companies Law	6	48	1
65108	IUS/04	International Business Law		36	2
		<b>scelta tra/ 1 choice from the following:</b>			
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
149013-ENG	SECS-P/02	Personnel Economics and HR analytics			2
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
164005-ENG	SECS-P/10	Managing People and Organizational Behaviour	12	96	1+2
164008-ENG	SECS-P/08	New Business Venturing	6	48	1
164006-ENG	SECS-P/08	Digital Business Model and Family Business	12	96	1+2
<b>total First year credits</b>			<b>57</b>		

2) curriculum: **MARKETING**

**STUDY PLAN A.Y. 2024-2025**  
enrolment a.y. 2024-2025 (coorte 2024)

code	SSD	FIRST YEAR (A.Y. 2024-2025)	CFU	hours	term
134005-ENG	SECS-S/03	Statistics for Management	6	48	1
		<b>scelta tra/ 1 choice from the following:</b>			
65103	IUS/05	Emerging Technologies Law	6	36	1
		<b>scelta tra/ 1 choice from the following:</b>			
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
164010-ENG	SECS-P/08	Market Research and Consumer Marketing	12	96	1+2
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	12	96	1+2
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48	2
184001-ENG	SECS-P/08	Retailing and Sales	6	48	2
		<b>scelta tra/ 1 choice from the following:</b>			
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48	1
134003-ENG	SECS-P/09	Managerial Finance			2
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour			2
<b>total First year credits</b>			<b>60</b>		

code	SSD	SECOND YEAR (A.Y. 2025-2026)	CFU	hours	term
910010-ENG	SECS-P/08	International Business Management (advanced)	9	72	1
		<b>scelta tra/ 1 choice from the following:</b>			
164003-ENG	SECS-P/12	Business History	6	48	1
149014-ENG	SECS-P/02	Digital Transformation and Policies			1
134003-ENG	SECS-P/09	Managerial Finance	6	48	2
		<b>scelta tra/ 1 choice from the following:</b>			
184003-ENG	SECS-P/08	Corporate Philanthropy, Impact and Next Generation Investment	6	48	2
90017-ENG	SECS-P/07	Business Ethics			1
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour			2
		<b>scelta tra/ 1 choice from the following:</b>			
134006-ENG	SECS-P/10	Social Topics in Organization	6	48	1
164017-ENG	SECS-P/08	Digital Marketing and analytics		48	1
165019	SECS-P/08	Applied Management Research Methods		48	2
90025		Stage/internship			
		<b>scelta tra/ 1 choice from the following:</b>			
184004-ENG	NN	Professional Digital Skills-1 (Focus on Internationalization)	3		
184005-ENG	NN	Professional Digital Skills-2 (Focus on Internationalization)			
		Elective courses	12		
184000-ENG		Final dissertation	15		
<b>total Second year credits</b>			<b>63</b>		
<b>TOTAL CREDITS</b>			<b>120</b>		

code	SSD	SECOND YEAR (A.Y. 2025-2026)	CFU	hours	term
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
		<b>scelta tra/ 1 choice from the following:</b>			
164003-ENG	SECS-P/12	Business History	6	48	1
149014-ENG	SECS-P/02	Digital Transformation and Policies			1
134006-ENG	SECS-P/10	Social Topics in Organization	6	48	1
		<b>scelta tra/ 1 choice from the following:</b>			
179002-EN1	SECS-P/07	Governing sustainability	6	48	1
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis		48	2
165019	SECS-P/08	Applied Management Research Methods		48	2
640014-ENG	M-PSI/03	Psychometrics		36	1
90025		Stage/internship			
		<b>scelta tra/ 1 choice from the following:</b>			
184006-ENG	NN	Professional Digital Skills-1 (Focus on Marketing)	3		
184007-ENG	NN	Professional Digital Skills-2 (Focus on Marketing)			
		Elective courses	15		
184000-ENG		Final dissertation	15		
<b>total Second year credits</b>			<b>60</b>		
<b>TOTAL CREDITS</b>			<b>120</b>		