



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

1) curriculum: **INTERNATIONAL MANAGEMENT AND DIGITAL BUSINESS**

**STUDY PLAN A.A. 2022-2023**

code	SSD	1st YEAR	CFU	hours
134005-ENG	SECS-S/03	Statistics for Management	9	72
<b>1 out of:</b>				
910002-ENG	IUS/04	Markets and Companies Law (advanced)	6	48
65103	IUS/05	Emerging Technologies Law		36
910004-ENG	SECS-P/08	International Business and Trade	9	72
164005-ENG	SECS-P/10	Managing People and Organizational Behaviour	12	96
164008-ENG	SECS-P/08	New Business Venturing	6	48
164006-ENG	SECS-P/08	Digital Business Model and Family Business	12	96
<b>1 out of:</b>				
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48
149013-ENG	SECS-P/02	Personnel Economics and HR analytics		48
<b>total First year credits</b>			<b>60</b>	

codice	SSD	2nd YEAR	CFU	hours
134003-ENG	SECS-P/09	Managerial Finance	6	48
<b>1 out of:</b>				
149014-ENG	SECS-P/02	Digital Transformations and Policies	6	48
164003-ENG	SECS-P/12	Business History		48
<b>1 out of:</b>				
164015-ENG	M-PSI-06	Psychology of Consumption and Financial Behaviour	6	48
164016-ENG	SECS-P/08	Philanthropy, Impact and Next Generation Investment		48
910010-ENG	SECS-P/08	International Business Management (advanced)	9	72
<b>1 out of:</b>				
134006-ENG	SECS-P/10	Social Topics in Organization		48
164017-ENG	SECS-P/08	Digital Marketing and analytics	6	48
165019	SECS-P/08	Applied Management Research Methods		48
90025		Stage/internship		12
		Elective courses	12	
164001-ENG		Final dissertation	15	
<b>total Second year credits</b>			<b>60</b>	
<b>TOTAL CREDITS</b>			<b>120</b>	

2) curriculum: **MARKETING MANAGEMENT**

**STUDY PLAN A.A. 2022-2023**

code	SSD	1st YEAR	CFU	hours
164010-ENG	SECS-P/08	Market Research and Consumer Marketing	12	96
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	12	96
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72
<b>1 out of:</b>				
134005-ENG	SECS-S/03	Statistics for Management	9	72
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)		48
<b>1 out of:</b>				
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48
149006-ENG	SECS-P/02	European Economic Policy		48
<b>1 out of:</b>				
65103	IUS/05	Emerging Technologies Law	6	36
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48
<b>total First year credits</b>			<b>60</b>	

codice	SSD	2nd YEAR	CFU	hours
134006-ENG	SECS-P/10	Social Topics in Organization	6	48
910004-ENG	SECS-P/08	International Business and Trade	9	72
<b>1 out of:</b>				
149014-ENG	SECS-P/02	Digital Transformations and Policies	6	48
164003-ENG	SECS-P/12	Business History		48
<b>1 out of:</b>				
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48
164015-ENG	M-PSI-06	Psychology of Consumption and Financial Behaviour		48
<b>1 out of:</b>				
900004MOD2	SECS-P/07	Governing sustainability		48
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis		48
165019	SECS-P/08	Applied Management Research Methods	6	48
640014-ENG	M-PSI/03	PSYCHOMETRICS (MUT DA LM PSICOLOGIA)		30
90025		Stage/internship		12
		Elective courses	12	
164001-ENG		Final dissertation	15	
<b>total Second year credits</b>			<b>60</b>	
<b>TOTAL CREDITS</b>			<b>120</b>	

3) curriculum: **BANKING AND FINANCE**

**STUDY PLAN A.A. 2022-2023**

code	SSD	1st YEAR	CFU	hours
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)	9	72
910005-ENG	SECS-P/07	International Accounting	9	72
<b>1 out of:</b>				
164013-ENG	SECS-P/11	Bank and Insurance management	9	72
900003-ENG	SECS-P/07	Strategic Management Accounting		48
164014-ENG	SECS-P/11	Asset Management and Private Banking		48
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48
<b>1 out of:</b>				
910002-ENG	IUS/04	Markets and Companies Law (advanced)	6	48
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48
910004-ENG	SECS-P/08	International Business and Trade	9	72
910009-ENG	SECS-S/06	Credit and Operational Risks Measurement	6	48
<b>total First year credits</b>			<b>63</b>	

codice	SSD	2nd YEAR	CFU	hours
910011-ENG	SECS-P/11	Risk Management and Derivatives	9	72
<b>1 out of:</b>				
149006-ENG	SECS-P/02	European Economic Policy	6	48
149014-ENG	SECS-P/02	Digital Transformations and Policies		48
<b>1 out of:</b>				
164013-M1	SECS-P/11	Bank and Insurance Management	6	48
164014-M1	SECS-P/11	Asset Management and Private Banking		48
<b>1 out of:</b>				
90017-ENG	SECS-P/07	Business Ethics		48
165018	ING-IND/35 SECS-P/09	Fintech and Digital Finance		48
164016-ENG	SECS-P/08	Philanthropy, Impact and Next Generation Investment	6	48
165019	SECS-P/08	Applied Management Research Methods		48
164015-ENG	M-PSI-06	Psychology of Consumption and Financial Behaviour		48
90025		Stage/internship		12
		Elective courses	12	
164001-ENG		Final dissertation	15	
<b>total Second year credits</b>			<b>57</b>	
<b>TOTAL CREDITS</b>			<b>120</b>	