



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. 2023-2024
enrolment a.y. 2022-2023 (2nd year)

code	SSD	FIRST YEAR - a.y. 2022-23	CFU	hours	term
134005-ENG	SECS-S/03	Statistics for Management	9	72	1
		1 out of:			
910002-ENG	IUS/04	Markets and Companies Law (advanced)	6	48	1
65103	IUS/05	Emerging Technologies Law		36	1
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
		1 out of:			
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
149013-ENG	SECS-P/02	Personnel Economics and HR analytics			2
total First year credits			60		

2) curriculum: **MARKETING MANAGEMENT**

STUDY PLAN A.A. 2023-2024
enrolment a.y. 2022-2023 (2nd year)

code	SSD	FIRST YEAR - a.y. 2022-23	CFU	hours	term
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
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72	2
		1 out of:			
134005-ENG	SECS-S/03	Statistics for Management	9	72	1
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)			1
		1 out of:			
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
149006-ENG	SECS-P/02	European Economic Policy			1
		1 out of:			
65103	IUS/05	Emerging Technologies Law	6	36	1
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48	1
total First year credits			60		

3) curriculum: **BANKING AND FINANCE**

STUDY PLAN A.A. 2023-2024
enrolment a.y. 2022-2023 (2nd year)

code	SSD	FIRST YEAR - a.y. 2022-23	CFU	hours	term
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)	9	72	1
910005-ENG	SECS-P/07	International Accounting	9	72	1+2
		1 out of:			
164013-ENG	SECS-P/11	Bank and Insurance management	9	72	1
900003-ENG	SECS-P/07	Strategic Management Accounting			1
164014-ENG	SECS-P/11	Asset Management and Private Banking			1
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72	2
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
		1 out of:			
910002-ENG	IUS/04	Markets and Companies Law (advanced)	6	48	1
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law			1
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
910009-ENG	SECS-S/06	Credit and Operational Risks Measurement	6	48	2
total First year credits			63		

codice	SSD	SECOND YEAR - a.y. 2023-24	CFU	hours	term
910010-ENG	SECS-P/08	International Business Management (advanced)	9	72	1
164003-ENG	SECS-P/12	Business History (compulsory)	6	48	1
134003-ENG	SECS-P/09	Managerial Finance	6	48	2
		1 out of:			
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour	6	48	2
184003-ENG	SECS-P/08	Corporate Philanthropy, Impact and Next Generation Investment			2
134006-ENG		1 out of:			
164017-ENG	SECS-P/10	Social Topics in Organization	6	48	1
165019	SECS-P/08	Digital Marketing and analytics		48	1
90025	SECS-P/08	Applied Management Research Methods		48	2
		Stage/internship			
164001-ENG		Elective courses	12		
		Final dissertation	15		
total Second year credits			60		
TOTAL CREDITS			120		

codice	SSD	SECOND YEAR - a.y. 2023-24	CFU	hours	term
134006-ENG	SECS-P/10	Social Topics in Organization	6	48	1
164003-ENG	SECS-P/12	Business History (compulsory)	6	48	1
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
		1 out of:			
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48	1
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour			2
		1 out of:			
900004MOD2	SECS-P/07	Governing sustainability	6	48	1
165019	SECS-P/08	Applied Management Research Methods		48	2
640014-ENG	M-PSI/03	PSYCHOMETRICS (MUT DA LM PSICOLOGIA)		36	1
90025		Stage/internship		30	1
		Elective courses	12		
164001-ENG		Final dissertation	15		
total Second year credits			60		
TOTAL CREDITS			120		

codice	SSD	SECOND YEAR - a.y. 2023-24	CFU	hours	term
910011-ENG	SECS-P/11	Risk Management and Derivatives	9	72	1
149006-ENG	SECS-P/02	European Economic Policy (compulsory)	6	48	1
		1 out of:			
164013-M1	SECS-P/11	Bank and Insurance Management	6	48	1
164014-M1	SECS-P/11	Asset Management and Private Banking		48	1
		1 out of:			
90017-ENG	SECS-P/07	Business Ethics	6	48	1
165018	ING-IND/35	Fintech and Digital Finance		48	1
184003-ENG	SECS-P/08	Corporate Philanthropy, Impact and Next Generation Investment		48	2
165019	SECS-P/08	Applied Management Research Methods		48	2
164015-ENG	M-PSI-06	Psychology of Consumption and Financial Behaviour		48	2
		Stage/internship			
90025		Elective courses	15		
164001-ENG		Final dissertation	15		
total Second year credits			57		
TOTAL CREDITS			120		