



**UNIMORE**  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA

Dipartimento di Economia  
Marco Biagi

# Unimore Orienta L'università si presenta

**Corsi di laurea magistrale**  
**18 Marzo 2021**



**UNIMORE**  
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MODENA E REGGIO EMILIA

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# Master Degree in International Management

Prof. Elisa Martinelli

**LM-77**

**Classe delle lauree magistrali in  
Scienze economico-aziendali**

# Master Degree in International Management: Purpose and main contents

**Purpose: to meet the growing demand of businesses & organizations for specialized graduates capable of assuming managerial and operational roles in the internationalization processes.**

- promoting the adoption of innovative approaches & entry market strategies in order to successfully operate in international markets
- managing marketing & commercial strategies, policies and operational tools in a «glocal» perspective
- collecting, processing and analysing economic and market data at an international level to support the decision-making process of businesses and institutions
- communicating in foreign languages (English; Chinese)

# Study Programme

## 1<sup>st</sup> YEAR

- Elementary applied econometrics for international economics [credits: 9]
- Industrial economics [credits: 6]
- Internationalization strategies [credits: 9]
- Organizational forms and design [credits: 9]
- Statistical learning and prediction from data [credits: 6]
- Strategy and innovation [credits: 9]
- One examination to be selected from: Chinese or English (advanced) [credits: 9]

## 2<sup>nd</sup> YEAR

- International contract & business law [credits: 6]
- Business intelligence [credits: 6]
- International trade theory and policy [credits: 6]
- Trade marketing and sales management [credits: 9]
- Examination chosen by the student [credits: 9]
- Final examination [credits: 27]



## **NOT ONLY TRADITIONAL LECTURES!**

- *CROSS-CULTURAL MEETINGS*
- *DISCUSSIONS WITH BUSINESS PROFESSIONALS*
- *SEMINARS & CONFERENCES*
- *COMPANY VISITS*
- *GROUP PROJECTS & PRESENTATIONS*
- *OPPORTUNITY TO PARTECIPATE IN STUDY TOURS & EXPERIENCES ABROAD*
  - *China study Tour; Double Degrees*
- ***INTERNSHIPS & THESIS PROJECT IN ITALY & ABROAD (GRANTS)***

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- Business planning [credits: 3]
  - Managing B2B relationships in industrial markets [credits: 6]

# Career Options

THE DEGREE PROGRAM LEADS TO MANAGERIAL AND OPERATIONAL JOBS SUCH AS **SALES MANAGER, REGIONAL SALES MANAGER, NATIONAL SALES DIRECTOR, KEY ACCOUNT, REP, BUYER, INTERNATIONAL MARKET ANALYST, CRM SPECIALIST, PRODUCT MANAGER, MARKETING MANAGER, ETC. WITHIN:**

- COMPANIES IN THE MANUFACTURING, RETAILING AND SERVICES SECTORS (B2B AND B2C)
- CONSULTANCY COMPANIES, PUBLIC AND PRIVATE INSTITUTIONS OPERATING AT A NATIONAL AND INTERNATIONAL LEVEL

# Master Degree in International Management: Why to enroll

## AN INTERNATIONAL COURSE IN A **MULTI-CULTURAL** ENVIRONMENT, ENTIRELY **TAUGHT IN ENGLISH**

- ❑ One year after graduation, the major part of graduates get a job (81,4% of the respondents), almost all in three years' time (96,2% of the respondents)
- ❑ A very high percentage of graduates (around 41% of the respondents) acquire at least 12 ECTS abroad.
- ❑ The satisfaction rate is high (94,5% of the respondents)

Source (Almalaurea, 2020)

- ❑ ***Not only hard skills but also soft ones!***

# ENROLLMENT REQUIREMENTS

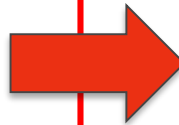
**DIRECT ADMISSION TO THE COURSE  
WITHOUT FURTHER ASSESSMENT FOR  
THE STUDENTS POSSESSING THE  
FOLLOWING REQUIREMENTS**

- 1. bachelor degree in the economics area (classes L-18 or L-33; L-17 or L-28): by 20th December 2021**
- 2. average mark in exams taken in the undergraduate degree: at least 25/30**
- 3. computer skills certificate (ECDL) or substitutes (IT course)**
- 4. English language certificate (at least B2 level): by 20th December 2021**



# ENROLLMENT REQUIREMENTS

1. ~~bachelor degree in the economics & business classes L-18 or L-33; L-17 or L-28): by 20th December~~
2. average mark in exams taken in the undergraduate degree: at least 25/30
3. computer skills certificate (ECDL) or substitutes (IT course)
4. English language certificate (at least B2 level): by 20th December 2021



## STUDENTS NOT IN POSSESSION OF A BACHELOR DEGREE IN ECONOMICS (CLASSES L-18 OR L-33; L-17 OR L-28)

### MUST GET AT LEAST:

- 18 ECTS in SECS-P/07 or SECS-P/08 or SECS-P/09 or SECS-P/10 or SECS-P/11 subject
- 12 CFU in SECS-P/01 or SECS-P/02 or SECS-P/06 subject
- 8 CFU in IUS/01 or IUS/04 subject
- 12 CFU in S/01 or SECS-S/03 or SECS-S/05 or SECS-S/06 subject



# ENROLLMENT REQUIREMENTS

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- **AVERAGE MARK OF THE GRADES OBTAINED IN THE EXAMS OF THE DEGREE BETWEEN 24/30 AND 25/30**

**INTERVIEW BY AN EXAMINING BOARD IN SEPTEMBER 2021**

# Questions and information

❑ **Master degree web-site and 2021 call:**

<http://www.economia.unimore.it/site/home/didattica/corsi-di-laurea-magistrale/international-management.html>

❑ **Requirements:** <http://www.economia.unimore.it/site/home/didattica/corsi-di-laurea-magistrale/international-management/articolo890033727.html>

❑ **Head of the Master Degree Course:**

**Prof. Elisa Martinelli**

email address: [elisa.martinelli@unimore.it](mailto:elisa.martinelli@unimore.it)

❑ **Educational Coordinator:**

**Mrs Lara Liverani**

email address: [lara.liverani@unimore.it](mailto:lara.liverani@unimore.it)

## SAVE THE DATE

- application deadline: 26th August 2021  
On the [www.esse3.unimore.it](http://www.esse3.unimore.it) portal
- enrollment: from 12th July to 20th December 2021



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***Thanks a lot for the attention  
and take the IM challenge!***