



**INTERNATIONAL  
MARKETING,  
MANAGEMENT AND  
ORGANIZATION**  
CORSO DI LAUREA  
MAGISTRALE

**UNIVERSITÀ  
DEGLI STUDI  
DI UDINE**  
hic sunt futura



# CORSO DI LAUREA MAGISTRALE IN **INTERNATIONAL MARKETING, MANAGEMENT AND ORGANIZATION**

## **SEDE**

UDINE

## **CREDITI**

120

## **CLASSE**

CLASSE LM-77  
SCIENZE  
ECONOMICO-  
AZIENDALI

## **DURATA**

2 ANNI

## **ACCESSO**

LIBERO

## **CONOSCENZE RICHIESTE PER L'ACCESSO**

Per gli studenti con titolo di studio italiano i requisiti sono i seguenti: livello di conoscenza della lingua inglese B2, conoscenza della micro e della macroeconomia, conoscenza della matematica generale, della matematica finanziaria e della statistica, conoscenza del diritto privato e del diritto commerciale, conoscenza specifica dei profili concettuali, tecnico-operativi, giuridici e quantitativi relativi alle aree di amministrazione e controllo e di management e organizzazione, conoscenza dello specifico lessico economico in lingua inglese; almeno 48 crediti negli ambiti disciplinari economico, aziendale, quantitativo e giuridico, con un minimo di 24 crediti in ambito aziendale. Gli ambiti sono definiti al seguente indirizzo:

[www.uniud.it/it/didattica/info-didattiche/conoscenze-requisiti-accesso/international-marketing-management-organization](http://www.uniud.it/it/didattica/info-didattiche/conoscenze-requisiti-accesso/international-marketing-management-organization)

## **REQUIREMENTS FOR ADMISSION**

To be eligible for admission, students need to hold a BSc degree with a major in economics, business, management from an Italian or a foreign university; they also need to produce proof of English proficiency at level B2. A committee assesses enrolment applications.

Enrolment of students who are not EU-citizens and/or who hold a BSc from a foreign university is subject to specific regulation. Find more information here:

<https://www.uniud.it/en/uniud-international/>

[www.uniud.it/it/didattica/info-didattiche/conoscenze-requisiti-accesso/international-marketing-management-organization](http://www.uniud.it/it/didattica/info-didattiche/conoscenze-requisiti-accesso/international-marketing-management-organization)

International Marketing Management and Organization is a two-year, English-taught Master of Science (Laurea Magistrale) that is designed to advance students' business education and provide a solid foundation for their career progression. The program combines academic rigor with exposure to business life.

Internationalization, innovation and sustainability are at the core of the program – both in terms of approach and study subjects. The curriculum will allow students to deep dive into the most compelling issues for today's internationalized firms: from cross-cultural negotiation to international marketing; from quality management to business process reengineering; from innovation management to international logistics.

The Master program extensively employs participatory learning processes such as analysis of case studies, team-based simulations, discussions with managers, project works on real problems of partner companies, company visits, and internships. Mobility experiences – both in Europe and in the rest of the World – are highly encouraged.

By the end of the Master program, students will be highly competitive in the contemporary job market because of their cutting-edge knowledge on specialized management topics and their skills developed on the field – from studying in a multi-cultural class to working on company projects.

### **Career and job opportunities**

Students will develop the skills and knowledge to hold middle- and top-management positions in international, innovative and sustainable companies. The program prepares students to work in functions such as marketing, human resource management, research and development, quality management and sustainability, as well as to work in business consulting practices, research centers, or to become an entrepreneur.

# PIANO DI STUDI

## FIRST YEAR

<b>COURSES</b>	<b>CFU</b>
International Economics (SECS-P/06)	6
Laboratory of Statistics and Mathematics (SECS-S/03 – SECS-S/06)	9
Leading Change for Organizational Renewal (SECS-P/10)	6
Strategy & Business Models (SECS-P/08)	9
Advanced Management & Control (SECS-P/07)	9
International Commercial, Brand & Patent Law (IUS/04 – IUS/14)	9
International Management (SECS-P/08)	6
Managing Teams for Innovation (SECS-P/10)	6

## SECOND YEAR

<b>COURSES</b>	<b>CFU</b>
Laboratory of Business Strategies and Policies (SECS-P/06)	6

Relationship Marketing and Social Media (SECS-P/08)	6
Innovation Management	6
<b>One course among</b>	
- Laboratory of Business Process Reengineering and Project Management (ING-IND/35)	6
- Quality Management (SECS-P/13)	6
Internship	6
Free choice of two courses*	12
Final Exam	18

**\* Students are advised to choose 12 ects between:**

<b>International Business Program</b>	
- International Sales & Logistics (SECS-P/08)	6
- Research Tools for Marketing (SECS-P/08)	6
- Laboratory of Negotiation in Cross Cultural Business Environment (SECS-P/10)	6
<b>Digital Business Program</b>	
- Laboratory of Business Analytics & Big Data (SECS-S/01)	6
- Laboratory of New Digital Technology and Coding for Business (ING-INF/05)	6
<b>Sustainability Management Program</b>	
- Environmental Protection for Sustainable Development (SECS-P/13)	6
- Environmental & Resource Economics (AGR/01)	6
- Integrated Reports & Environmental Accounting (SECS-P/07)	6



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### **UFFICIO ORIENTAMENTO E TUTORATO**

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### **DIPARTIMENTO DI SCIENZE ECONOMICHE E STATISTICHE**

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### **SEGRETERIA STUDENTI**

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[www.uniud.it/magistrale-internationalmarketing](http://www.uniud.it/magistrale-internationalmarketing)

**DIPARTIMENTO  
DI SCIENZE  
ECONOMICHE  
E STATISTICHE  
2020.2021**