

Study Plan: Laurea Magistrale in Global Business Management/ Master International Management

Master of Science in Global Business Management	
First year 2019/2020	ECTS
<i>Strategy and International Business</i>	10
Module Corporate Strategy	
Module International Business	
<i>Economics of Global Competitiveness and Sustainability</i>	5
<i>Sustainability Management</i>	5
<i>Managerial Economics</i>	10
Module Economic Scenarios (macro)	
Module Competitive Behavior (micro)	
<i>International Affairs</i>	10
Module Business Government relations	
Module International Corporate Taxation and Tax Planning	

Equivalent courses in Master International Management		
1. Course Title	Year	ECTS
<i>Strategy and International Business</i>		
Business Strategy	1	5
International Marketing	1	3
Business Game	1	2
<i>Economics of Globalization</i>		
Global Economics	1	3
Economic Development	1	3
Intercultural Communication	1	3
English and Business Communication	1	1
<i>Managerial Economics</i>	10	
Macroeconomics	1	5
Exam to take in Piacenza		5
<i>Business Government Relations</i>		
Social enterprise and entrepreneurship	1	5
CSR	1	3
Introduction to Research Methods	1	2

<i>Performance measurement and controlling</i>	10
Module International Financial Reporting	
Module Performance Measurement and Incentives	
<i>Corporate Finance</i>	5
<i>Internship</i>	6
Total number of credits	61

Second year 2020/2021	
<i>International Human Resource Management</i>	5
<i>Intercultural Marketing</i>	10

<i>Accounting</i>		
International Financial Reporting	1	3
Managerial control	1	4
CSR and Integrated Reporting	1	2
Intermediate Excel	1	1
Corporate Finance	1	5
Internship	1	3
Consulting Project	1	3
Total number of credits		61

Second year		
<i>International Human resources management</i>	2	3
<i>Leadership and Organizational Behavior</i>	2	2
<i>Production Management</i>		

Module Sociology of Consumer Behavior	
Module International Marketing and Customer experience Management	
<i>Business Ethics</i>	5
<i>Business Analytics</i>	6

<i>3 Elective courses</i>	15
Corporate Governance	
Applied Economics of Globalization	
Advanced International Business	
Global Challenges and Impacts	
Data Science and Management	
Silicon Valley Immersion Program (at USF)	
Supply chain Management	
Financial Markets and Institutions	
Thesis	18

Logistics Custom	2	3
Supply Chain Management 1	2	4
Supply Chain Management 2		3
International Purchasing	2	3
Law of commercial contracts	2	2
Elective_Research Methods (mostly quantitative methods)	2	3
Trade Financing	2	3
Business Game	2	3
English and International Negotiation	2	3
Foreign Language	2	3
Invited Lectures dedicated to business	2	3
Elective-Doing Business in France or Communication Crisis Management	2	3
Thesis	2	10
Project Management	2	3

Total number of credits	59

Strategic Partnership	2	2
International Development	2	3