



UNIVERSITY OF MILANO-BICOCCA DEPARTMENT OF ECONOMICS, MANAGEMENT AND STATISTICS (DEMS)

# MARKETING AND GLOBAL MARKETS (ECOMARKS)



## PROGRAM DURATION

2 YEARS



## START DATE

OCTOBER 2021



## CREDITS

120 ECTS



## TUITION FEE

FROM 0 € TO 3000 €  
 YEAR ACCORDING TO FAMILY  
 REVENUE



## LOCATION

MILAN, ITALY



## CONTACT

GLOBMARK@UNIMIB.IT



## COURSE DIRECTOR

FLAVIO GNECCHI



## PROGRAM DESCRIPTION

MSc. Degree in Marketing and Global Markets offered by the Department of Economics, Management and Statistics at the University of Milano-Bicocca is a two-year MSc program organized in two distinct tracks - Marketing Globale, in Italian, and **GLOBAL MANAGEMENT**, in English.

**GLOBAL MANAGEMENT** is a new track that provides students with knowledge and skills in strategic management, international business and marketing, entrepreneurship, innovation management, global accounting and corporate finance. Students are also required to attend advanced courses in econometrics, business analytics, data-driven decision making, industrial organization and EU business law.



## CAREER PATH

The program offers students a **truly international perspective**. At the end of this program, students will acquire the knowledge and skills needed to undertake a career in the private sector and in government agencies, both nationally and internationally. The knowledge and skills gained through the program will open a **range of career opportunities** in various business activities such as market analysis, competitive strategy, marketing, sales and corporate communication, logistics and innovation management. The program also provides a **solid background for undertaking doctoral studies**.



## DOUBLE DEGREE

A double degree in **Global Management** from the Antwerp Management School (AMS) can be obtained by attending the **second year in Belgium**.

## CURRICULUM

### FIRST YEAR COURSES (56 ECTS)

- THE MODERN FIRM (6 ECTS)
- ECONOMETRICS (6 ECTS)
- EU BUSINESS LAW (6 ECTS)
- STRATEGIC MANAGEMENT (14 ECTS)
  - MODULE I: STRATEGIC ANALYSIS (9 ECTS)
  - MODULE II: BUSINESS ANALYTICS (5 ECTS)
- ADVANCED ACCOUNTING (12 ECTS)
  - MODULE I: MANAGEMENT ACCOUNTING (6 ECTS)
  - MODULE II: GLOBAL ACCOUNTING (6 ECTS)
- QUANTITATIVE METHODS FOR DECISION-MAKING (11 ECTS)
  - MODULE I: ADVANCED STATISTICS (5 ECTS)
  - MODULE II: DATA-DRIVEN DECISION MAKING (6 ECTS)
- FURTHER LANGUAGE KNOWLEDGE (1 ECTS)

### SECOND YEAR COURSES (64 ECTS)

- CORPORATE FINANCE (6 ECTS)
- INTERNATIONAL BUSINESS (12 ECTS)
  - MODULE I: GLOBAL MARKETING (6 ECTS)
  - MODULE II: GLOBAL STRATEGY (6 ECTS)
- ENTREPRENEURSHIP AND INNOVATION LAB (12 ECTS)
  - MODULE I: ENTREPRENEURSHIP (6 ECTS)
  - MODULE II: INNOVATION MANAGEMENT (6 ECTS)
- INDUSTRIAL ORGANIZATION (6 ECTS)
- BUSINESS IN THE GLOBAL POLITICAL ECONOMY (5 ECTS)
- ELECTIVE COURSE (8 ECTS)
- FINAL DISSERTATION (15 ECTS)

## DEGREE REQUIREMENTS

Min. 3 years Bachelor Degree from an accredited college/university or its equivalent.

**Language Certification:** Certificate of proficiency in English corresponding to min. B2 level, issued by recognized institutions.

## HOW TO ENROLL

Admission procedures **vary according to the student's nationality and place of residence**. For complete clarity concerning different procedures, we invite those interested to consult our website:

<https://www.unimib.it/unimib-international/bachelor-and-masters/how-enroll>

The enrolment application form must be filled in on line at <https://s3w.si.unimib.it/esse3/Start.do>. Please, click top-right of the page for the English (EN) version. Please note NO-UE students requiring VISA **must apply for enrolment to the Italian Embassy (or Consulate)** in their country no later than 24th July 2019. Contact the Embassy in advance in order to know all requirements for enrolment and Study Visa Procedure.

For further information: [globmark@unimib.it](mailto:globmark@unimib.it)

## ACCOMMODATION AT BICOCCA

To book accommodation and learn about the costs and terms of your stay you can write to:

[booking.bicocca.fms.it@sodexo.com](mailto:booking.bicocca.fms.it@sodexo.com).

Our University also offers scholarships to cover accommodation and living costs. For terms of application please consult:

<https://www.unimib.it/servizi/diritto-allo-studio-tasse-150-ore/borse-studio>

