

Corso di laurea magistrale MARKETING e MERCATI GLOBALI - A.A. 2024/2025

Percorso in inglese (Global Management)

I YEAR COURSES (UNIVERSITY OF MILANO-BICOCCA)							
N.	COURSE	MODULE	TIPO	STUDY DOMAIN	SETTORE	ECTS MODULE	ECTS COURSE
1	THE MODERN FIRM	The Modern Firm	B	ECONOMICS	SECS-P/01	6	6
2	ECONOMETRICS	Econometrics	C	ECONOMICS	SECS-P/05	6	6
3	EU BUSINESS LAW	EU Business Law	B	LAW	IUS/14	6	6
4	STRATEGIC MANAGEMENT	Strategic analysis	B	MANAGEMENT	SECS-P/08	9	14
		Business analytics	B	MANAGEMENT	SECS-P/08	5	
5	ADVANCED ACCOUNTING	Management Accounting	B	ACCOUNTING	SECS-P/07	6	12
		Global Accounting	C		SECS-P/07	6	
6	QUANTITATIVE METHODS FOR DECISION-MAKING	Advanced Statistics	B	STAT-MATH	SEC-S/01	5	11
		Data-driven decision making	B	STAT-MATH	SECS-S/03	6	
	FURTHER LANGUAGE KNOWLEDGE (COMMUNICATION SKILLS)	Further language knowledge (communication skills)	F				1
	Totale I anno						56

SECOND YEAR COURSES (UNIVERSITY OF MILANO-BICOCCA)							
N.	COURSE	MODULE	TIPO	STUDY DOMAIN	SETTORE	ECTS MODULE	ECTS COURSE
7	CORPORATE FINANCE	Corporate Finance	B	MANAGEMENT	SECS-P/09	6	6
8	INTERNATIONAL BUSINESS	Global Marketing	B	MANAGEMENT	SECS-P/08	6	12
		Global Strategy	B	MANAGEMENT	SECS-P/08	6	
9	ENTREPRENEURSHIP AND INNOVATION LAB	Entrepreneurship	B	MANAGEMENT	SECS-P/08	6	12
		Innovation Management	B	MANAGEMENT	SECS-P/08	6	
10	INDUSTRIAL ORGANIZATION	Industrial Organization	B	ECONOMICS	SECS-P/06	6	6
11	BUSINESS IN THE GLOBAL POLITICAL ECONOMY	Business in the Global Political Economy	B	ECONOMICS	SECS-P/01	5	5
12	ELECTIVE COURSE	Elective course	D				8
	FINAL EXAMINATION	Final examination	E				15
	Totale II anno						64