

**Corso di laurea magistrale MARKETING e MERCATI GLOBALI - percorso Global Management -
Piano di studi A.A. 2026/2027**

I YEAR COURSES

N.	COURSE	MODULE	TIPO	STUDY DOMAIN	SETTORE	NUOVO SSD	ECTS MODULE	ECTS COURSE
1	THE MODERN FIRM	The Modern Firm	B	ECONOMICS	SECS-P/01	ECON-01/A	6	6
2	ECONOMETRICS	Econometrics	C		SECS-P/05	ECON-05/A	6	6
3	EU BUSINESS LAW	EU Business Law	B	LAW	IUS/14	GIUR-10/A	6	6
4	STRATEGIC MANAGEMENT	Strategic analysis	B	MANAGEMENT	SECS-P/08	ECON-07/A	9	14
		Business analytics	B	MANAGEMENT	SECS-P/08	ECON-07/A	5	
5	ADVANCED ACCOUNTING	Management Accounting	B	MANAGEMENT	SECS-P/07	ECON-06/A	6	12
		Global Accounting	C		SECS-P/07	ECON-06/A	6	
6	QUANTITATIVE METHODS FOR DECISION-MAKING	Advanced Statistics	B	STAT-MATH	SECS-S/01	STAT-01/A	5	11
		Data-driven decision making	B	STAT-MATH	SECS-S/03	STAT-02/A	6	
	FURTHER LANGUAGE KNOWLEDGE (COMMUNICATION SKILLS)	Further language knowledge (communication skills)	F					1
	Totale I anno							56

SECOND YEAR COURSES

N.	COURSE	MODULE	TIPO	STUDY DOMAIN	SETTORE		ECTS MODULE	ECTS COURSE
7	CORPORATE FINANCE	Corporate Finance	B	MANAGEMENT	SECS-P/09	ECON-09/A	6	6
8	INTERNATIONAL BUSINESS	Global Marketing	B	MANAGEMENT	SECS-P/08	ECON-07/A	6	12
		Global Strategy	B	MANAGEMENT	SECS-P/08	ECON-07/A	6	
9	ENTREPRENEURSHIP AND INNOVATION LAB	Entrepreneurship	B	MANAGEMENT	SECS-P/08	ECON-07/A	6	12
		Innovation Management	B	MANAGEMENT	SECS-P/08	ECON-07/A	6	
10	INDUSTRIAL ORGANIZATION	Industrial Organization	B	ECONOMICS	SECS-P/06	ECON-04/A	6	6
11	BUSINESS IN THE GLOBAL POLITICAL ECONOMY	Business in the Global Political Economy	B	ECONOMICS	SECS-P/01	ECON-01/A	5	5
12	ELECTIVE COURSE	Elective course	D					8
	FINAL EXAMINATION	Final examination	E					15
	Totale II anno							64