



Unimarconi
**THE FIRST ITALIAN
DIGITAL UNIVERSITY**



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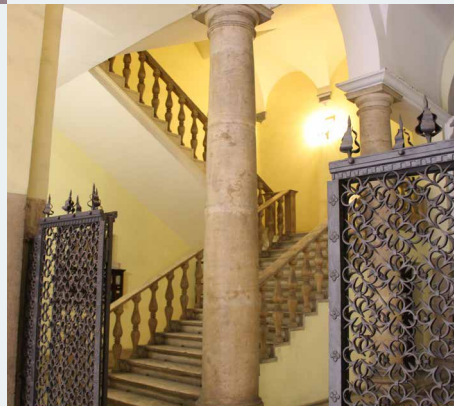


Who we are

Established in 2004, Guglielmo Marconi University holds the distinction of being the first digital university officially recognized by the Italian Government.

Enrolling approximately 20,000 new students annually, Guglielmo Marconi University is organized into three departments: Department of Business Economic, Legal and Political Sciences, Department of Engineering Sciences and Department of Human Sciences

UniMarconi offers a diverse educational portfolio including Bachelor's degrees, masters, PhDs and training courses.



Headquarters

Headquartered in Rome, at walking distance from the Vatican City, it boasts a network of over 50 branches in Italy and abroad.



A row of pencils is shown at the bottom of the page. Most are standard brown pencils with black erasers. In the center, one pencil is green and stands out. It has the Marconi logo and name on it. Above the pencils, there is a green brushstroke graphic containing the text 'Number one since 2004'. Below this, the phrase 'Always different' is written in a cursive script.

Number one since 2004

Always different



Marconi

“

Unimarconi was the first university to seize the opportunity of the ongoing digital revolution and the progressive dematerialization of teaching forms and methods, therefore has developed, in over 15 years of activity, a series of obvious skills and attitudes, matured thanks to the investment of numerous resources in cutting-edge technologies and training tools, which have allowed the student a much more immediate and faster learning and the university to act as a point of reference for the entire sector of other online universities.

The Unimarconi model has always guaranteed a flexible approach that allows to meet the most changing needs of the current student in terms of time, space, content, cultures and geographical origins, where the technological development of the most modern educational platforms and systems of dialogue and interaction such as social media, apps and virtual laboratories, must be combined with content of the highest quality thanks to an incardinate teaching staff supported by a rigorous system of checks and verifications, truly able to ensure not only a quality Degree but also and above all to a knowledge that allows the student a targeted professionalisation in the labour market.

Prof. Marco Abate

Rector

Vision

“Our aim is to democratize higher education by breaking down all barriers to its access and providing everyone with the opportunity to study regardless of their location, life conditions and lifestyle.”

Mission

We offer a diverse array of undergraduate and postgraduate courses designed to meet the evolving needs of learners in various fields, ensuring a comprehensive and enriching educational experience. Our goal is to prepare graduates not just for careers but to be lifelong learners, equipped to adapt, innovate, and contribute meaningfully to a brighter, more inclusive future for all.”

Our lifelong learning initiatives offer a wide range of programs, workshops, and resources designed to empower our alumni and learners of all ages to continually acquire new skills, update their knowledge, and pursue intellectual and personal enrichment throughout their lives.

We cultivate a vibrant academic community where rigorous research and innovation thrive, driving the creation of knowledge that addresses complex global challenges. Our departments, composed of eminent scholars and industry leaders, are dedicated to not only imparting knowledge but also inspiring critical thinking, creativity, and ethical leadership in our students.

We firmly believe in the importance of serving society by actively engaging in projects and initiatives tackling societal challenges. Our community outreach programs, partnerships with industry and government, and collaborative efforts seek to address pressing issues and contribute to the betterment of local and global communities.

We are committed to continuous investment in innovative teaching technologies to enhance the learning experience. This involves leveraging cutting-edge tools like AI-driven platforms, virtual reality simulations, and interactive learning modules. The goal is to foster engagement, personalized learning, and accessibility, ensuring students receive high-quality education through adaptable and evolving technological advancements.

The university serves as an international ambassador for the “made in Italy” and, more generally, for Italian culture through initiatives like cultural events, language programs, global partnerships, and academic excellence. Its collective efforts project Italian values on the global stage, fostering cross-cultural understanding and showcasing the richness of Italy’s heritage.

Unimarconi in numbers

3

Departments

21

Degrees

+60

Post-graduate courses

+10

International courses

+22.000 students

+500

Agreements for Internships

+20

National and international

95%

of satisfied students

85%

of graduates who find a job



What makes UniMarconi unique:

- **Innovative Vision:** UniMarconi embraces a modern vision employing diverse organizational and educational models. This flexibility enables students to fully engage in programs online or opt for a blended learning experience using the university's state-of-the-art facilities.
- **Support Services:** Additionally, UniMarconi is committed to providing top-notch support services for students, ensuring a well-rounded and enriching academic experience.
- **Continuous Technological Investment:** Recognizing the pivotal role of technology in education, UniMarconi consistently invests in its technological infrastructure. This commitment enhances the creation and delivery of academic programs, ensuring that students have access to cutting-edge tools and resources.
- **Dedication to Research Excellence:** The university actively participates in numerous national and international funding programs with many successful R&D projects. This commitment contributes to the continuous evolution and advancement of academic pursuits.
- **Global Outreach and Collaboration:** With a significant international orientation, UniMarconi has forged collaboration agreements across four major regions of interest: Europe, Africa and the Middle East, Southeastern Asia, and Latin America. This global perspective enhances the university's impact and provides students with a broader and more interconnected educational experience.

Student as focus of the digital revolution

Orientation

Undertaking a study path is a crucial step for both personal and professional future: therefore, the Office in charge offers a series of services as support for the most suitable decision for you:

- ◆ An orientation interview for each educational field
- ◆ Newsletter, Workshop, Laboratories, Events
- ◆ Visiting the University
- ◆ Work-study program

ECTS evaluation

Students can receive credit recognition for previously earned ECTS when enrolling in a Bachelor's or Master's degree program, allowing for eligibility for a shorter study path.

Enrollment

Enrollment is open year-round, and there are no preliminary tests required. Once enrolled, each student is granted a one-year path, which encompasses lectures and all scheduled exam periods. The duration of this year is calculated from the student's chosen enrollment date. Our system offers flexibility, allowing students to tailor their academic year according to their preferences. They have the autonomy to decide when to enroll, where and when to study, and when and where to sit for exams.

Didactic Tutoring

Didactic tutors offer guidance, facilitate learning processes, and optimize student engagement. They oversee student performance and results, encouraging active participation in all activities.

Ongoing Students Guidance

Each department can rely on a Students Guidance service, which offers support to students throughout their academic journey, assisting with all administrative and planning activities, including study plans, exam prerequisites, liaising with various student offices, and accessing different services.

Learning platform

Unimarconi is the first University in Italy to foresee the use of technology for education. In 15 years of expertise it has been developing very high levels of on line education model, through the Virtual C@mpus, a learning platform that is constantly monitored and updated for each study course, discipline and learning path, in order to keep up with society development.

The main focus on the quality interaction between technology devices and didactic activities is aimed at directly involving and enabling the student to acquire theoretical, practical and cross competences.

MyUnimarconi

MyUnimarconi is the student's personal area, including a section related to learning activities and exams and another one related to administrative services of Segreteria Online that are useful for the student path.

Learning Area

- Entering the didactic material
- Attending virtual classrooms
- Consulting reports
- Interacting with the tutor
- Contacting the professor
- Asking for the technical support
- Consulting important notices

Communication Area

- Following the University last news
- Consulting the calendar of planned events and webinars
- Watching recorded videos of events and webinars of your interest

ONLINE Student's office

- Consulting the study plan
- Booking exams
- Paying the tuition fees
- Checking the administrative status

Always a
leader in
e-learning





Research Facilities: the University has created a 150 square meters laboratory with state of the art equipment which allows students, researchers and companies to carry out experiments practical tests in various fields and sectors including: mathematics, physics, chemistry, information technology, electronics, technical physics, thermotechnics, mechanics. The Lab is also equipped with 3D printing technologies.

Guest House

UniMarconi has also launched in 2023 a new Guest House, carefully designed for the needs of international students willing to spend study periods in Italy.

Located in Rome city centre, the Guest House has 30 beds as well as common spaces to facilitate social interaction. The Guest House represents also the ideal accommodation solution to enjoy the vibrant atmosphere of the eternal city





Undergraduate Educational Offer In Italian

Department of Business Economics, Legal and Political Sciences

- L-14 Bachelor's Degree in Legal Services Sciences
- L-18 Bachelor's Degree in Business Administration and Management
- L-36 Bachelor's Degree in Political Science and International Relations
- LM-77 Master's Degree in Economics and Management for Innovation and Sustainability
- LMG-01 Single Cycle Master's Degree in Law

Department of Engineering Sciences

- L-7 Bachelor's Degree in Civil Engineering
- L-8 Bachelor's Degree in Computer Engineering
- L-9 Bachelor's Degree in Industrial Engineering
- LM-23 Master's Degree in Civil Engineering
- LM-32 Master's Degree in Computer Engineering
- LM-33 Master's Degree in Industrial Engineering

Department of Human Sciences

- L-1 Bachelor's Degree in Cultural Heritage: Knowledge, Management, and Exploitation
- L-10 Bachelor's Degree in Humanities (Literature)
- L-19 Bachelor's Degree in Education and Training Sciences
- L-20 Bachelor's Degree in Communication Sciences and Digital Media
- L-22 Bachelor's Degree in Motor and Sports Sciences
- L-24 Bachelor's Degree in Psychological Sciences and Techniques
- LM-14 Master's Degree in Philology and Modern Literatures
- LM-38 Master's Degree in Modern Languages for International Communication
- LM-51 Master's Degree in Psychology
- LM-85 Master's Degree in Pedagogy

1st cycle Masters

Business Administration

Business Administration

Global Marketing and International Business Relations

Family Mediation

Migration and Cultural Mediation

Non-cognitive competences' development for the emotional regulation

Ergonomics and Human Factors in the complex Organizations

2nd cycle Masters

Executive MBA

Risk Management

Human Resources and Organization

Digital Marketing

Master in International Management

Clinical Research and Medical Affairs

Health Management

Integrative Medicine

Criminal Sciences and Forensics

Tax Law

Territorial government and building

Interior Design

Fashion Management and Design

Science of Public Administration

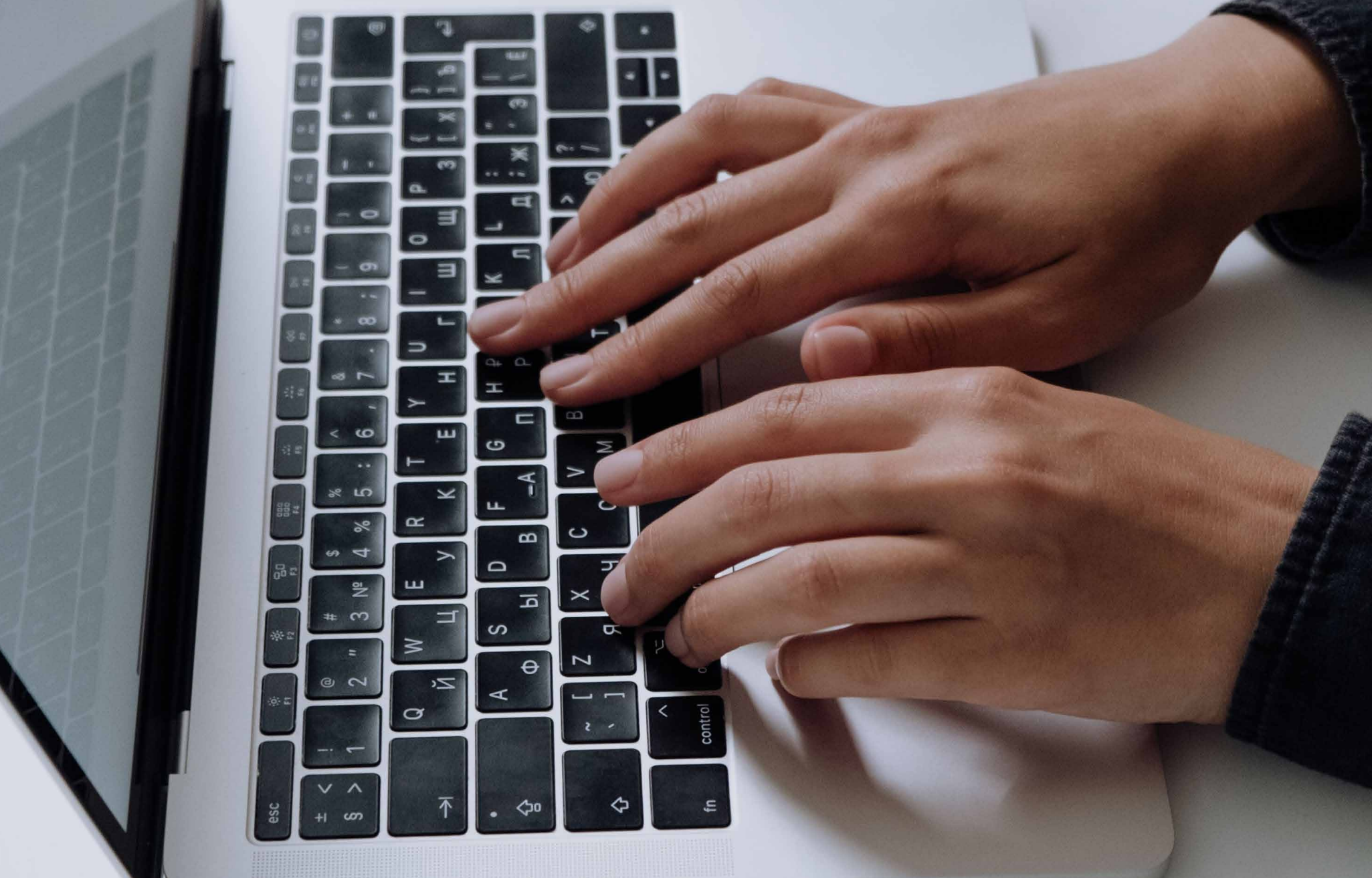
Science of Public Administration with LUMSA

Website: unimarconi.it

Postgraduate Educational Offer In Italian

Postgraduate courses are also aimed at updating and requalifying the professional profile of those who work in the framework of Education and its different fields.





International Educational Offer Presentation (Delivered In English)

Bachelor Degree Business Economics & Management

The Bachelor's degree in Business Economics and Management blends the analytical rigor of economics with the practical application of business administration principles. It is designed to equip students with a holistic understanding of economic theories, business strategies, and managerial practices essential for success in the dynamic world of commerce. Students will explore:

- Fundamentals of microeconomics, investigating how individual consumer behavior, market structures, and pricing mechanisms influence business decisions
- Macroeconomic concepts, analyzing national and global economic systems, fiscal policies, and their impact on industries and markets
- Finance, marketing, operations, and human resources management
- Supply chain management to quality control and logistics

Career opportunities.

Graduates of this program emerge with a diverse skill set, ready to pursue careers across various sectors such as finance, consulting, marketing, operations, or entrepreneurship. The blend of economic insights and business acumen equips them to adapt to ever-evolving industry demands, making valuable contributions to organizational success. Additionally, it lays a robust foundation for those aspiring to pursue advanced studies or specialized degrees in business-related fields.

Master in Business and Management for the Design System

The Master in Business and Management for the Design System represents a dynamic educational journey merging the realms of design history, business strategy, and sustainable innovation. Throughout this program, students will delve into the evolution of design, mastering the intricacies of marketing, brand management, and effective communication in design-centric businesses. The curriculum uniquely integrates the economics of design, circular economy principles, and enterprise management strategies, offering a comprehensive understanding of how to lead and innovate in the design industry. Moreover, students will explore the implementation of design-driven enterprises, focusing on human resources, entrepreneurial skills, and practical.

- Module 1: Foundations of Design Management (50Hours)
- Module2: Design Economics and Business Management (50 hours)
- Module 3: Enterprise Design and Human Resources (50 hours)
- Module 4: Practical partner (40 ore)
- Module 5: Final dissertation (40 ours)

Career opportunities.

Graduates of the Master in Business and Management for the Design System can pursue careers as Design Managers, Brand Strategists, Marketing Managers, Circular Economy Specialists, or even start their own design-focused ventures. They're equipped to lead in various roles, applying their expertise in design, business strategy, and sustainability within the dynamic landscape of design-oriented industries.



Master in Business and Management for the Fashion System

The Master in Business and Management for the Fashion System represents a dynamic educational journey merging the realms of fashion history, business strategy, and sustainable innovation. Throughout this program, students will delve into the evolution of fashion, mastering the intricacies of marketing, brand management, and effective communication in fashion-centric businesses. The curriculum uniquely integrates the economics of fashion, circular economy principles, and enterprise management strategies, offering a comprehensive understanding of how to lead and innovate in the fashion industry. Moreover, students will explore the implementation of fashion-driven enterprises, focusing on human resources, entrepreneurial skills, and practical.

- Module 1: Foundations of Design Management (50Hours)
- Module 2: Fashion Economics and Business Management (50 hours)
- Module 3: Enterprise Fashion and Human Resources (50 hours)
- Module 4: Practical partner (40 ore)
- Module 5: Final dissertation (40 ours)

Career opportunities.

Graduates of the Master in Business and Management for the Design System can pursue careers as Design Managers, Brand Strategists, Marketing Managers, Circular Economy Specialists, or even start their own design-focused ventures. They're equipped to lead in various roles, applying their expertise in design, business strategy, and sustainability within the dynamic landscape of design-oriented industries.

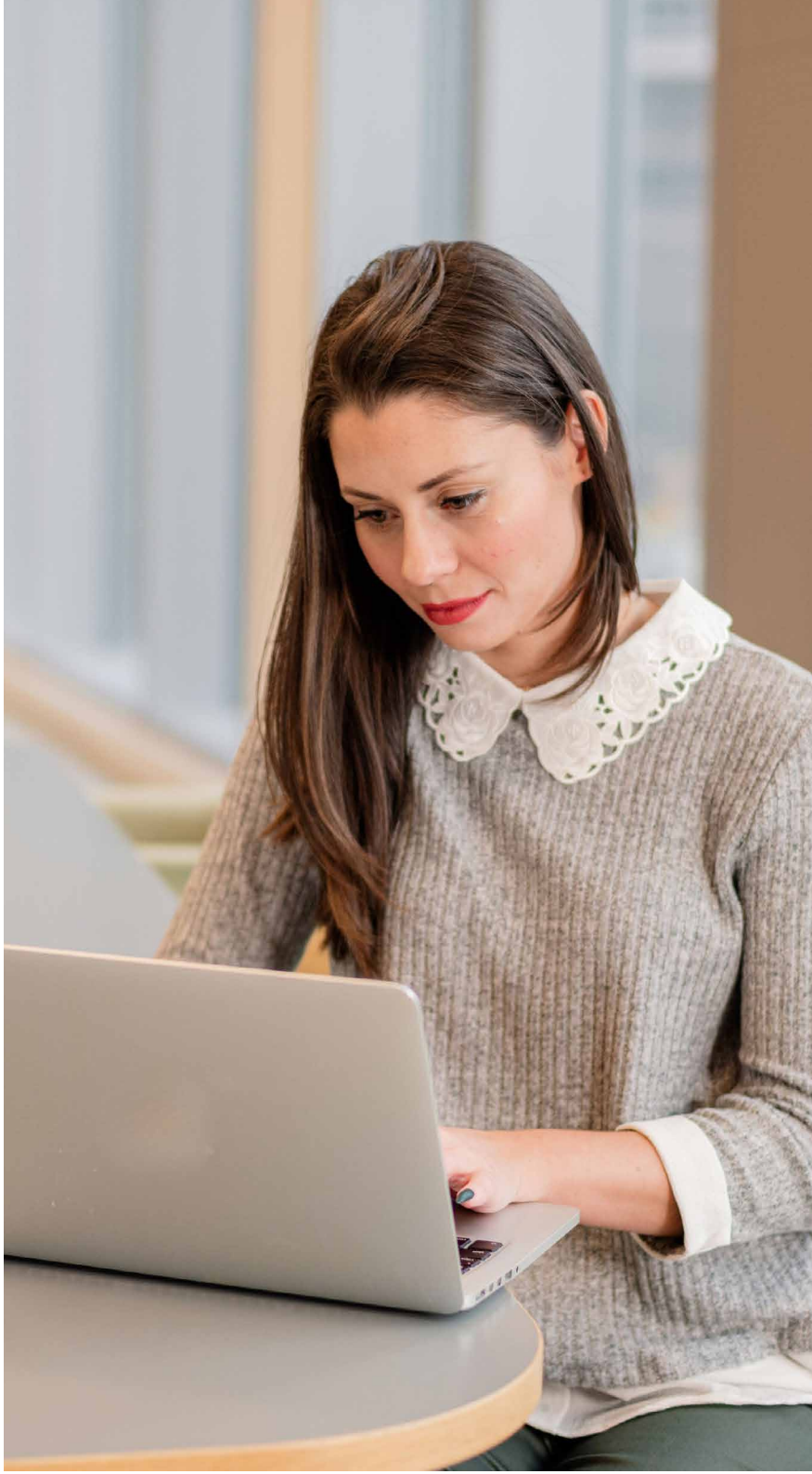
MBA: Export Management & International

This MBA is designed in partnership with Institute of Export (UK) and consultation with international trade expert. The cooperation with the Insitute of Export enhances industry recognition and credibility at international level, signaling a commitment to high professional standards. The Master provides comprehensive expertise in global business strategies, international marketing, trade regulations and logistics. It will facilitate valuable networking opportunities with professionals, faculty and peers, while also emphasizing practical skills development through real-world projects.

- Module 1: Fundamentals of International Business (40 hours)
- Module 2: Environmental Global Marketplace Analysis (40 hours)
- Module 3: International Logistics, Purchasing, Distribution, Transportation & Documentation (40 hours)
- Module 4: International Trade Management & Marketing Strategy (40 hours)
- Module 5: Legal, Finance & Risk management (40 hours)
- Module 6: Export Management in the Age of Digitalisation: How to Find customs and commercial Partners (40 hours)
- Module 7: Students Project work (50 hours)

Career opportunities.

This post-graduate MBA is valuable for those in multinational corporations, entrepreneurs eyeing international markets, government analysts shaping policies, supply chain managers, finance experts, legal professionals, marketers, and academics focusing on global business studies.



International Master In Business Administration (Mba)

The International Master in Business Administration (MBA) is a graduate-level degree program that provides a comprehensive education in various aspects of business and management. The curriculum covers subjects such as finance, marketing, operations, strategy, human resources and entrepreneurship. The MBA program is designed to enhance critical thinking, problem-solving and decision-making skills, preparing individuals for leadership roles in the business world. To successfully fulfill the program expectations, students are required to achieve high levels of accomplishment by exercising a wide range of intellectual, practical and personal skills in a mature, balanced and productive way. Like all degree Programs at Marconi University, the International MBA program is based on a concept called “Outcomes Based Learning” which breaks up the educational experience into the categories of knowledge.

Duration: 12 months | Credits: 60 ECTS (European Credit Transfer and Accumulation System)

- Module 1 – Corporate finance, Accounting and Risk Management
- Module 2 – Strategy, Organization and Project Management
- Module 3 – Export Management, International Marketing & Negotiations
- Module 4 - International Business Law and Tax Strategy
- Module 5 - Human Resources, Leadership and People Management
- Module 6 - Business Communication, Career Development and Personal Branding

Career opportunities.

The International MBA program is structured to provide expert training and to prepare students to excel in the following fields and careers: Administrative services, Business ownership, Finance, HR, Labor Relations, Management Consulting, Marketing, Product Development, Risk and Insurance Analysis, Sales and Training and Development.

Short Course: Innovation Management in the Artificial Intelligence ageTrade

In today's rapidly evolving business landscape, innovation stands as a cornerstone for organizational growth and sustainability. In parallel, the emergence of Artificial Intelligence (AI) has revolutionized industries, offering unparalleled opportunities for innovation across various sectors.

This course aims to provide students with a foundational understanding of both innovation management principles and the integration of AI technologies in fostering innovation. Throughout this journey, we will explore the synergies between innovation and AI, recognizing their combined potential to drive transformative change in businesses and society. The programme, composed by 6 X 2-hour sessions over 6 weeks, offers a focused approach for analysing the future of your industry and collaborating with industry experts. The format for each session will be: An inspirational talk, then application. There will be work in groups between the sessions. In the group work, participants will work together to solve a real world challenge. That will be presented in the last session. Group work will be supported by "How-to" trainings, readings and group work templates. Weekly team coaching sessions and 8 hours of technical support per week are also part of the course package.

The program is structured to cover the essential elements of innovation in the learning-application-delivery format. This learning process is supported by videos of the course, group working models and AI tools for each session. Upon completion of the program, students can choose to take the Innovation Essentials certification exam.

The course is designed to be inclusive and beneficial for a diverse range of individuals due to its foundational nature and broad applicability across industries:

- Professionals: managers, executives and professionals from technical and non-technical backgrounds.
- Students: Undergraduates or postgraduates studying business, technology, engineering, or related fields who want to broaden their knowledge of innovation management and AI, providing them with valuable insights applicable to their future careers.
- Entrepreneurs: Individuals interested in starting their own ventures or exploring innovative ideas.
- Anyone Interested in Technology and Innovation



Generative **Artificial Intelligence**
Learning and Innovation Hub

New Observatory on Generative Artificial Intelligence

As a pioneer of digitalisation in Italian higher education, Unimarconi also aims to be a leader in the field of AI. To do this, the University has launched its new Observatory on Generative Artificial Intelligence, known as "Generative Artificial Intelligence – Learning and Innovation Hub".

The Observatory aspires to become a point of reference for research, learning and innovation in the field of generative AI, with particular attention to the application of this technology to training and research.

This is a large-scale project that sees the participation and contribution of experts from education, industry, institutions and the third sector, united to promote knowledge and the responsible development of this revolutionary technology.

This commitment confirms Unimarconi's active role in the country's development, providing skills and knowledge to guide the future of education and innovation.

The Research and Development Area

The Research and Development Area at Unimarconi is engaged in R&D activities, international cooperation, and innovation initiatives at national, European and global levels. It provides managerial, financial, administrative, and technical-scientific support to various departments for national and community funding proposals, primarily for PON/POR, LIFE, Horizon Europe (2021-2027), and Erasmus+.

The department collaborates with multiple companies and stakeholders to create professional courses, analyze digital transformation processes, and contribute to shaping national and international innovation management standards. Unimarconi holds a key position in the innovation ecosystem, facilitated by its strong network within the entrepreneurial community. This includes the Unimarconi Innovation Hub, serving as an incubator/accelerator for startups and innovative SMEs, along with its professional training programs conducted in partnership with top consultancy and technology transfer firms.

With advanced project management skills and extensive field experience, the Area has coordinated the University's participation in numerous research projects, such as renewable energy production, alternative communication systems for sustainable mobility, learning paths in innovative sectors like Fintech and Industry 4.0, modernization of education systems in non-European areas, and new methodological solutions and quality assurance schemes related to the use of new technologies in teaching.



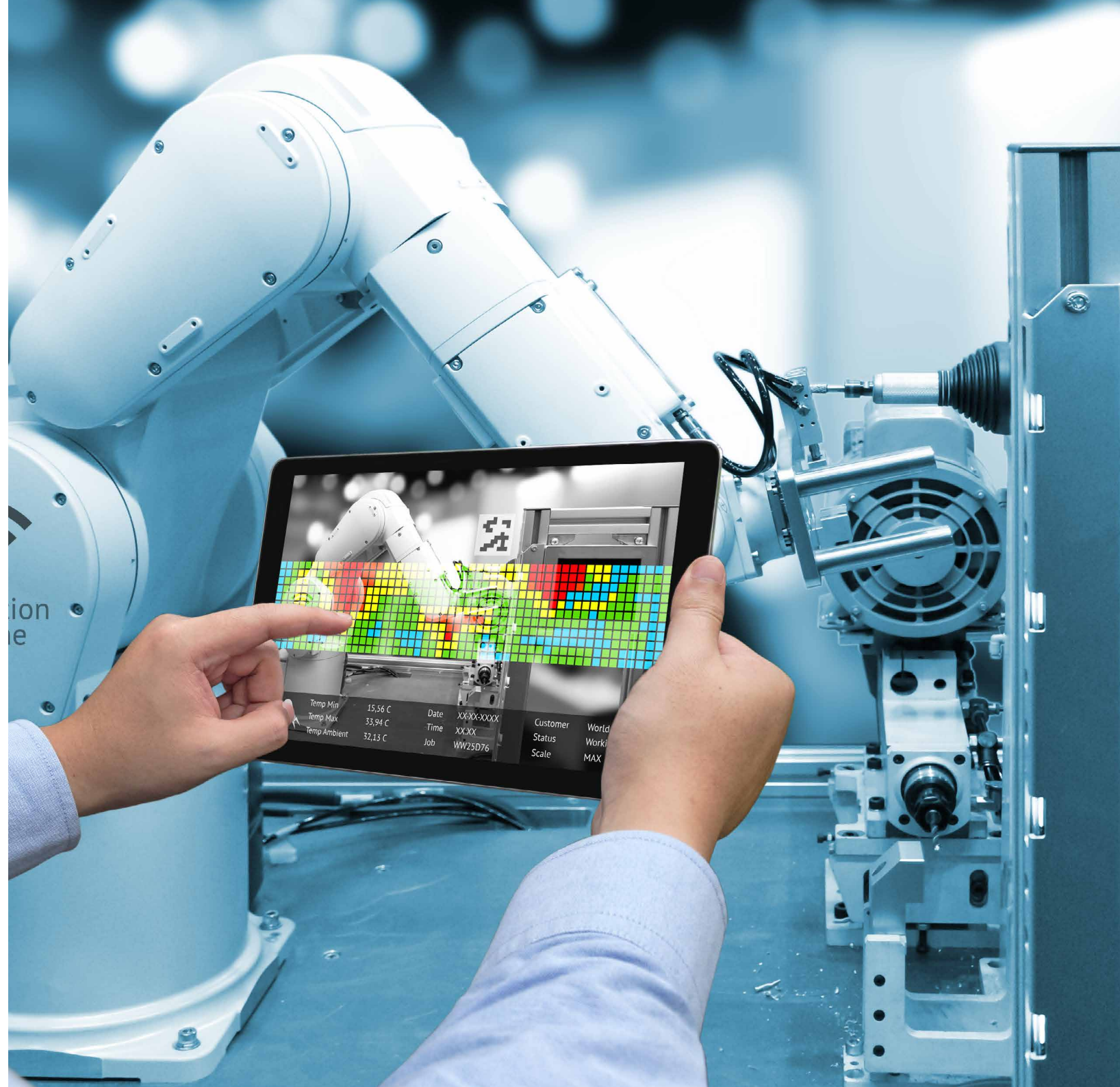
Laboratories and 3D Printing

Laboratory activity and experimentation are fundamental aspects that must be acquired by future professional figures, in particular for students of Applied Sciences and Technologies.

For this purpose, the University has created and equipped an entire area of about 150 sm at the Via Paolo Emilio headquarter where the equipment allows the student to carry out experiments and practical tests in different areas and sectors including: Mathematics, Physics, Chemistry, Computer Science, Electronics, Technical Physics, Thermotechnics, Mechanics.

The different spaces available in the Laboratory are used for:

- Laboratory courses included in the study plan;
- Experimental thesis work;
- Project Work;
- 3D Printing;
- Innovation Projects;
- Work School Alternation.



Departments

Department of Business Economics,
Legal and Political Sciences

Department of Engineering Sciences

Department of Human Sciences

As a part of its research activity, the University has collaboration agreements with: the National agency for New Technologies (**ENEA**), Energy and Sustainable Economic Development (**ESED**), With the National Institute of Nuclear Physics (**NINP**).

The University participates in the International DOREMI network and in the activities of the Italian Research Society on Radiation (**IRSR**).

Through these collaborations, the University participates in national and international research projects and experiments at international research facilities of recognises prestige, such as The **Cern of Geneva** and the **Fermilab di Chicago**.



Our Lecturers

“
...Your knowledge is
Our priority...
”



Unimarconi Shop

Unimarconi merchandising was conceived for sharing values, pride and sense of belonging to our big Academic Community. On our e-commerce you will find apparel and accessories branded Unimarconi.

ALWAYS CARRY YOUR UNIVERSITY WITH YOU!



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Unimarconi
LA PRIMA UNIVERSITÀ
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