



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

Master in

Business Administration

II Livello



unimarconi.it

MASTER: Business Administration

Destinatari:

MSc academic degree (second cycle degree, a five-year tuition degree, laurea specialistica/laurea magi - strale, four-year degree (according to the old regulation) or an equivalent university qualification obtained abroad. Certified copy of foreign degree provided with a certified translation into Italian (the translation into Italian is not required if the original document is issued in English, French or Spanish)

Modalità:

Distance learning mode

Iscrizioni:

Sempre aperte

Prezzo:

€ 2500,00

Per informazioni contattare

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Program Overview

The Master in Business Administration is specifically designed for high-achieving students who intend to move further along their career path, with a focus on developing their global career in strategic decision making thanks to in-depth knowledge of business theory and management practice. Studying key disciplines such as finance, management, economics, marketing, operations and strategy, students improve the knowledge and skills critical to business worldwide.

Our Master program, specifically designed to meet the needs of modern international business, provides a combination of academic excellence and highly marketable skills in strategic management.



PROGRAM REQUIREMENTS

The Master program in Business Administration consists of six modules. Students registering in the Master program in Business Administration are required to take the following six modules:

MODULE 1 - CORPORATE FINANCE, ACCOUNTING AND RISK MANAGEMENT

- o Managerial Accounting
- o Corporate Finance
- o Risk Management

MODULE 2 - STRATEGY, ORGANIZATION AND PROJECT MANAGEMENT

- o Strategic Management
- o Organizational Management
- o Project management
- o ESG & ESG Strategy

MODULE 3 - EXPORT MANAGEMENT, INTERNATIONAL MARKETING & NEGOTIATIONS

- o International Business
- o Export Management and International Trade
- o Innovation for Export: Social Networks, Open AI and ChatGPT

MODULE 4 - INTERNATIONAL BUSINESS LAW AND TAX STRATEGY

- o International Business Law
- o International Tax Planning

MODULE 5 - HUMAN RESOURCES, LEADERSHIP AND PEOPLE MANAGEMENT

- o Human Resources Management
- o Human Resource Challenges
- o Leadership, People Management and Cultural Intelligence

MODULE 6 - BUSINESS COMMUNICATION, CAREER DEVELOPMENT AND PERSONAL BRANDING

- o Business Communication
- o Career development soft skills
- o Personal branding with AI (ChatGPT)

Students are expected to develop a Business Project on a topic of their choice relating to one of the academic fields within the program.

Learning Outcomes

Outcome - Based Learning

Like all degree programs available at Guglielmo Marconi University, the Master program in Business Administration is based on the Outcome-Based Learning model. Outcome-based education aims at enabling students to demonstrate that they “know and are able to do” whatever the outcomes require.

While acquiring in-depth knowledge of finance, management, economics, marketing, operations and strategy, communication and promotion in a global context, students will learn how to use new technologies and tools.

Specifically, at the end of the program students will be able to:

- o Understand theories and concepts necessary to manage organisational performance and resource allocation;
- o Manage complex situations in businesses and other organisations based on knowledge of both the external and internal organizational context;
- o Develop long-term organizational vision and goals;
- o Develop strategies to meet organizational goals, based on effective allocation of financial resources;
- o Collect critically and use valuable information across different environments and settings;
- o Communicate effectively with various stakeholders.

Qualities, Skills and Capabilities

To achieve the program outcomes, students are required to use a wide range of intellectual, practical and personal skills in a mature, balanced, and productive way.

Direttore scientifico

Prof. Donatello Aspromonte

Assessment Criteria

A set of self-assessment tests is provided for each course. Completing the tests is strongly recommended as it is useful for preparing the final examination which students shall attend before a commission (as per Italian DM 270/2004- art. 11 c.7 lett. e)

“il tuo sapere è la nostra priorità”

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Lun-Ven 9.00-18.00

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