

L-18 – BUSINESS ADMINISTRATION AND MANAGEMENT

Program at a glance

PROGRAM NAME: Business Administration and Management

DEGREE CLASS: L-18

DEPARTMENT: Economic-Business, Legal and Political Sciences

LEGAL DURATION OF THE PROGRAM: 3 YEARS

UNIVERSITY EDUCATIONAL CREDITS (ECTS): 180

The Bachelor's Degree in Business Administration and Management (EAM) provides students with key knowledge for understanding the functioning and management of public organizations (central administrations, local authorities, international organizations) and private organizations (SMEs, multinational companies, start-ups, and innovative enterprises), taking into account the variety of existing corporate and institutional profiles and the diversity of management models, as well as the specific features related to size, internationalization, and the sector to which organizations belong.

The program aims to offer a comprehensive view of the firm and other economic actors, as well as of the competitive system in which they operate, fostering—through a multidisciplinary approach:

- the understanding of managerial and financial phenomena of organizations, both in national and international contexts, using the tools of economic, business, legal, and quantitative disciplines;
- the development of a managerial culture that enables critical analysis of the continuous changes affecting organizations and economic systems, also with the aim of intervening in the management and control of these phenomena, with attention to new organizational, technological, and social trends.

The curriculum, with a business and managerial orientation, therefore proposes a three-year program that combines solid foundational skills in economics and business administration with appropriate abilities in analysis and critical interpretation of corporate structures and dynamics and of other main economic actors.

This is achieved through the acquisition of knowledge and skills in the disciplinary areas specific to the degree class (economic, business, legal, and quantitative), complemented by basic language and IT skills. This pathway, implemented through teaching methodologies that, in addition to traditional lectures, systematically involve active student participation through case analysis and discussion, simulations, project work, seminars, and guest lectures, is completed by external activities such as curricular internships at private companies, public bodies or enterprises, non-profit organizations, and professional firms in preparation for future professional activity, within the framework of local and national agreements. The program is further enriched by the opportunity to spend study periods at foreign universities under international agreements.

Link: <https://www.unimarconi.it/l-18-corso-di-laurea-in-economia-aziendale-e-management/>