



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

INTERNATIONAL MANAGEMENT

A.Y. 2022/23

SECOND CYCLE DEGREE/TWO YEAR MASTER IN
BUSINESS ADMINISTRATION

Our society is changing.

It is faster, more connected, technologically advanced and, hopefully, increasingly aware of its environment.

New needs and values are here to **reshape our collective future**. Undoubtedly, this transformation will bring a fair share of challenges also to the business world.

The future cohort of managers and business leaders will have the unique opportunity to reimagine their role and impact on society. To be able to manage the uncertainty that awaits them successfully, it is crucial to invest in an **excellent education**.

Welcome at

Alma Mater Studiorum - Università di Bologna



WELCOME



14

Editions

45

Nationalities

730

Alumni

120

ECTS

93%

Placement



Second cycle
degree/Two
year Master



Department
of Management
DISA



LM-77
Management



English
language



Bologna
Italy



Restricted
Access



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International Management is a two-years Master's Degree offered by the prestigious University of Bologna, Italy.

Building up on a solid academic tradition, this future-oriented programme trains young professionals to assume **managerial positions** in **international and multicultural environments worldwide**.

Entirely taught in **English**, it seamlessly blends **theoretical knowledge** in core managerial fields with **hands-on activities** and **real-world business experiences**.

Small classes and constant interaction in a multicultural environment further contribute to developing **soft skills** and **interpersonal abilities** highly valued by today's world of work.

PROGRAMME

1



SIMONE FERRIANI

Academic Director
INTERNATIONAL MANAGEMENT



"The Master's Degree in International Management is a wonderful community of highly selected students and alumni with a staggering track record of professional accomplishments. Join us for a life-changing educational journey that will equip you with all the tools you need to establish a rewarding global career."



First Year

1. COMPULSORY ACTIVITIES

Economics

- International Economics
- International Finance

Business Intelligence

International Business and Digital Law

International Strategic Accounting

- Financial Statement Analysis
- International Accounting

Customer Value Management

2. ONE ACTIVITY BETWEEN

Cross-Cultural Management Laboratory

Project Management Laboratory

Sustainability Journeys (from A.Y. 23/24)

3. ELECTIVES

Internship

Business Venturing

New Media Lab

Sem. Managing Digital Transformation

Tools and Techniques for Business Development Lab

Supporting Managerial Decisions Through Machine

Learning: a Primer on Phyton

Corporate Governance

Sem. Design Thinking Laboratory

Sem. The Future of Work



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

COURSE STRUCTURE

2



Second Year

1. COMPULSORY ACTIVITIES

Corporate Finance

- Finance Laboratory
- International Corporate Governance
- Risk Management

Corporate Strategy

- Digital Transformation Strategies
- International Management
- Business Ethics

2. CHOICE BETWEEN TWO STREAMS

MARKETING MANAGEMENT

Corporate Marketing
Brand Management

STRATEGY AND ENTREPRENEURSHIP

Entrepreneurship
International Supply Chain Management
Strategic Alliances and Network

3. FINAL EXAMINATION

Final Examination

Internship for Preparation for the Final Examination
Preparation for the Final Examination Abroad



[Explore the Course Structure Diagram](#)

€ 4.080

Maximum tuition fees for Academic Year
Depending on an income-based reduction scheme

Study Grants and Subsidies

Students may obtain economic support, exemptions for accommodation and reductions for student canteens granted by the Emilia-Romagna Region, the University of Bologna and others.

Ad Honorem Loan

The University of Bologna, in agreement with UniCredit S.p.A., Gives Italian and international students the possibility to apply for the "Unicredit ad Honorem" loan.

Student Collaboration

The University offers students complying with particular conditions of income and merit the possibility to collaborate in various structures.

FEEES &
SCHOLARSHIPS

3



[Learn more at UNIBO website](#)



ELEONORA MANTOVANI

Alumna

INTERNATIONAL MANAGEMENT



"International management is not just a course in which you learn notions, but it is above all a training experience that provides you with the tools for a focused approach to the world. It gives you open-mindedness, teaches you flexibility, management of interpersonal relationships, and the ability to manage time."



IM welcomes **highly motivated talents** from **different backgrounds**.

Curricular requirements

- A 1st cycle three-year degree in any class, a degree from a previous four-year degree system, or any other suitable qualification obtained abroad.
- Assessment of knowledge and language skills (certified English B2).

Restricted access

The programme may adopt restricted access. The number of places and selection methods are published annually in the relative **call for applications**.

Assessment of personal competencies and skills

Admission is subject to the possession of the prescribed curricular requirements and the passing of a test to assess personal competencies and skills.

ADMISSIONS

4



IM prepares graduates to **move to higher levels of their careers** and access a wide range of managerial positions across multiple industries and sectors or join prestigious **PhD programmes**.

OUR GRADUATES HAVE SUCCESSFULLY JOINED
Google Max Mara **LinkedIn** Mind the Bridge
Yoox **Net-a-Porter** **Group** Lamborghini **IMA**
Salvatore Ferragamo **Bain & Company** Dell
IBM China Investment Co. **Duracell** Tetra Pak
Amazon Ferrari **Zalando** Calvin Klein **PwC Italy**

MARKETING MANAGEMENT

The Marketing Management stream provides specific knowledge in the marketing of international companies.

START-UPS & NEW BUSINESS

The Strategy & Entrepreneurship stream provides the knowledge to run an innovative business or launch a start-up.

CONSULTANCY COMPANIES

Graduates may enter with a junior role as management analysts or management consultants.



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

CAREERS

5





Launched in 2019, the **Mentoship Program** gives every **International Management** student the opportunity to exchange advice, thoughts and concerns with an Alumnus. The mission of the program is to create a **community of professionals** and support IM students in their academic and professional decisions.

46

Mentors

36

Companies

10

Countries

MENTORSHIP
PROGRAM

6



[Discover the Mentorship Program](#)





The **Alma Mater Studiorum - Università di Bologna**, was founded in **1088** and is considered the first university in the Western world.

The University is **top-ranked in the most recognized international rankings** and **leading in EU for student mobility**. It offers innovative teaching and learning methods in all fields of knowledge, providing the highest-level training, rewarding merit, and constantly investing in helping young graduates to excel in the business world.

9

Centuries
of History

5

Campuses
Bologna, Forlì,
Cesena, Rimini,
Ravenna

2

Offices Abroad
USA, Argentina

22

Top 100 Disciplines
in the QS World University
Rankings by Subject

12%

International
Students

UNIVERSITY
OF BOLOGNA

7



Bologna is a **cosmopolitan and multicultural** city **on a human scale**, at the heart of an area that, among vast plains, rolling hills, and sinuous valleys, is waiting to be discovered. Its **authentic spirit** is breathed in its porticoes, squares, and open markets where human relations and urban charm are inseparable.

Lying on the intersections between the country's main arteries that connect it to **Milan, Venice, Florence, and Rome**, Bologna is the capital of the Emilia-Romagna region home to world-renowned Italian excellence in **motorsports** (Motor Valley), **packaging, fashion & luxury, food & beverage, pharma and cosmetics.**

Ferrari Lamborghini **Ducati** Maserati **Dallara** Furla **Tetra Pack** G.D. **Davines** IMA
Pagani **Max Mara** Marchesini **Borbonese** Yoox **Barilla** Alfasigma **Parmigiano Reggiano**

CITY &
REGION





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CONTACTS





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