

| Curriculum in MARKETING & SALES (cohort: 2026-2028)                                                                       |      |           |         |
|---------------------------------------------------------------------------------------------------------------------------|------|-----------|---------|
| 1° YEAR (2026/2027 a.y.)                                                                                                  |      |           |         |
| 1° SEMESTER                                                                                                               | ECTS | SSD       | CODE    |
| CORE COURSES                                                                                                              |      |           |         |
| COST ACCOUNTING, PLANNING AND CONTROL                                                                                     | 12   | ECON-06/A | 8012319 |
| ORGANISATIONAL BEHAVIOUR<br>- UNDERSTANDING YOURSELF AT WORK<br>- SHAPING ORGANISATIONS (blended learning)                | 12   | ECON-08/A | 8012318 |
| ECONOMIC CHOICE MODELLING                                                                                                 | 6    | ECON-01/A | 8012317 |
| 2° SEMESTER                                                                                                               | ECTS | SSD       | CODE    |
| CORE COURSES                                                                                                              |      |           |         |
| STRATEGIC MANAGEMENT<br>- ENTERPRISE EVOLUTION (blended learning)<br>- DIGITAL TRANSFORMATION STRATEGY (blended learning) | 12   | ECON-07/A | 8012316 |
| BUSINESS ANALYTICS (3 CFU in blended learning)                                                                            | 6    | STAT-01/A | 8012312 |
| REGULATION AND COMPETITION POLICIES                                                                                       | 6    | ECON-02/A | 8012315 |
| INTERNATIONAL COMMERCIAL LAW (3 CFU in blended learning)                                                                  | 6    | GIUR-02/A | 8012314 |
| 2° YEAR (2027/2028 a.y)                                                                                                   |      |           |         |
| 3° SEMESTER                                                                                                               | ECTS | SSD       | CODE    |
| SPECIALISATION COURSES                                                                                                    |      |           |         |
| MARKETING AND COMMUNICATIONS FOR DIGITAL INNOVATION (blended learning)                                                    | 9    | ECON-07/A | 8012298 |
| MARKETING ANALYTICS                                                                                                       | 6    | STAT-01/A | 8012297 |
| INTERNATIONAL MARKETING                                                                                                   | 6    | ECON-07/A | 8012296 |
| ELECTIVE COURSE*                                                                                                          | 6    |           |         |
| 4° SEMESTER                                                                                                               | ECTS | SSD       | CODE    |
| SPECIALISATION COURSES                                                                                                    |      |           |         |
| SALES MANAGEMENT (blended learning)                                                                                       | 6    | ECON-07/A | 8012295 |
| ELECTIVE COURSE*                                                                                                          | 6    |           |         |
| EXTRA ACTIVITY (*can be attended also during previous semesters)                                                          | 6    |           |         |
| THESIS                                                                                                                    | 15   |           | 8012126 |

| ELECTIVE COURSES*                                           | ECTS | SSD       | CODE    |
|-------------------------------------------------------------|------|-----------|---------|
| ENTREPRENEURIAL FINANCE (blended learning)                  | 6    | ECON-09/A | 8012308 |
| DIGITAL SUPPLY NETWORK (blended learning)                   | 6    | ECON-07/A | 8012311 |
| ECONOMICS OF PROCUREMENT                                    | 6    | ECON-01/A | 8012310 |
| HR ANALYTICS AND DIGITAL TRANSFORMATION (blended learning)  | 6    | ECON-08/A | 8012301 |
| NEUROECONOMICS                                              | 6    | ECON-09/B | 8012601 |
| EXTERNAL AUDITING                                           | 6    | ECON-06/A | 8012303 |
| FINANCIAL AND ENTERPRISE RISK MANAGEMENT (blended learning) | 6    | ECON-09/A | 8012305 |
| PROJECT MANAGEMENT                                          | 6    | IIND-05/A | 8012309 |
| CHANGE MANAGEMENT                                           | 6    | ECON-08/A | 8012291 |
| FINANCIAL STATEMENT ANALYSIS                                | 6    | ECON-06/A | 8012304 |
| SERVICE MANAGEMENT                                          | 6    | ECON-07/A | 8012290 |
| ORGANIZATION DESIGN                                         | 6    | ECON-08/A | 8012299 |

|                                        |   |           |         |
|----------------------------------------|---|-----------|---------|
| SUSTAINABLE BUSINESS MODELS INNOVATION | 6 | ECON-07/A | 8012294 |
| IT SYSTEMS, DATA AND APPLICATIONS      | 6 | IINF-05/A | 8012292 |
| DIGITAL LEADERSHIP AND TEAMWORKS       | 6 | ECON-08/A | 8012293 |

\*In addition to the 12 ECTS for electives, students have the opportunity to take extra elective courses. The credits earned for these extra courses do not contribute to the achievement of the ECTS required to obtain the degree but are only added to the student's career. The marks obtained are not included in the calculation of the final grade point average but are added to the Diploma Supplement.

Students who want to take extra courses must send an e-mail to [study@mscba.uniroma2.it](mailto:study@mscba.uniroma2.it), at least 60 days before the exam date. Requests will be evaluated and approved by the Department Committee, and the decision will then be communicated to the students.

If students take extra elective courses without submitting a request, only the ones earned in chronological order and necessary to complete the number of ECTS required by the study plan, will be considered as elective courses and calculated into the student's grade point average.

All other electives taken after completing the required credits required will be considered **extra** elective courses won't affect the GPA.

Click [here](#) for further information.

Students who want to take elective courses from among those "Non-advised" in the Study Plan of their chosen curriculum must send an email to [study@mscba.uniroma2.it](mailto:study@mscba.uniroma2.it) at least 60 days before the exam.

Requests will be evaluated by the Degree Programme Committee and the Department Committee, and the decision will then be communicated to the students.

Click [here](#) for further information.