

Curriculum in MARKETING & SALES (cohort: 2024-2026)			
1° YEAR (2024/2025 a.y.)			
1° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
COST ACCOUNTING, PLANNING AND CONTROL	12	SECS-P/07	8012107
ORGANISATIONAL DYNAMICS AND BEHAVIOUR	12	SECS-P/10	8012106
ECONOMIC CHOICE MODELLING	6	SECS-P/01	8011937
2° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
STRATEGIC MANAGEMENT - <i>ENTERPRISE EVOLUTION</i> - <i>DIGITAL TRANSFORMATION STRATEGY</i>	12	SECS-P/08	8012122
BUSINESS ANALYTICS	6	SECS-S/01	8011912
REGULATION AND COMPETITION POLICIES	6	SECS-P/02	8011936
INTERNATIONAL COMMERCIAL LAW	6	IUS/04	8011425
2° YEAR (2025/2026 a.y)			
3° SEMESTER	ECTS	SSD	CODE
SPECIALISATION COURSES			
MARKETING FOR DIGITAL INNOVATION	9	SECS-P/08	8012090
MARKETING ANALYTICS	6	SECS-S/01	8012091
INTERNATIONAL MARKETING	6	SECS-P/08	8010828
OPTIONAL COURSE*	6		
4° SEMESTER	ECTS	SSD	CODE
SPECIALISATION COURSES			
SALES MANAGEMENT	6	SECS-P/08	8011617
OPTIONAL COURSE*	6		
EXTRA ACTIVITY (*can be attended also during previous semesters)	6		
THESIS	15		80121226

OPTIONAL COURSES*	ECTS	SSD	CODE
ENTREPRENEURIAL FINANCE	6	SECS-P/09	8012099
DIGITAL SUPPLY NETWORK	6	SECS-P/08	8012095
ECONOMICS OF PROCUREMENT	6	SECS-P/01	8011164
HR ANALYTICS AND DIGITAL TRANSFORMATION	6	SECS-P/10	8012094
ORGANISATIONAL PSYCHOLOGY	6	M-PSI/06	8011739
EXTERNAL AUDITING	6	SECS-P/07	8012096
FINANCIAL ENTERPRISE RISK MANAGEMENT	6	SECS-P/11	8012098
PROJECT MANAGEMENT	6	ING-IND/17	8011615
CHANGE MANAGEMENT	6	SECS-P/10	8011715
FINANCIAL ANALYSIS	6	SECS-P/07	8011575
PRODUCT, SERVICE AND INNOVATION MANAGEMENT	6	SECS-P/08	8012100
ORGANIZATION DESIGN	6	SECS-P/10	8012093

SUSTAINABLE BUSINESS MODELS INNOVATION	6	SECS-P/08	8012078
IT SYSTEMS, DATA AND APPLICATIONS	6	ING-INF/05	8011921
DIGITAL LEADERSHIP AND TEAMWORKS	6	SECS-P/10	8012150