

Curriculum in MARKETING AND SALES (cohort: 2021/2023)

1° YEAR (2021/2022 a.y.)

1° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
GENERAL MANAGEMENT MODULE I – Enterprise Evolution (6 ects) MODULE II – Digital Transformation Management (6 ects)	12	SECS-P/08	8011859
MANAGERIAL ACCOUNTING MODULE I – Cost Accounting (6 ects) MODULE II - Profit Planning (6 ects)	12	SECS-P/07	8011612
ORGANISATIONAL DYNAMICS AND BEHAVIOUR	6	SECS-P/10	8011213
2° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
BUSINESS STATISTICS	6	SECS-S/01	8011284
ECONOMIC CHOICE MODELLING	6	SECS-P/01	8011937
REGULATION AND COMPETITION POLICIES	6	SECS-P/02	8011936
INTERNATIONAL COMMERCIAL LAW	6	IUS/04	8011425
SPECIALISATION COURSES			
ADVANCED MARKETING	6	SECS-P/08	8011609
OPTIONAL COURSES - one course to be chosen among:			
DIGITAL MANAGEMENT CONSULTING	6	SECS-P/08	8011922
BUSINESS GOVERNMENT RELATIONSHIPS	6	SECS-P/07	8011611
PROCUREMENT AND SUPPLY CHAIN	6	SECS-P/08	8011661
GOVERNANCE AND ETHICS	6	SECS-P/07	8011799
PEOPLE MANAGEMENT	6	SECS-P/10	8010854

2° YEAR (2022/2023 a.y)

3° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
CORPORATE FINANCE	6	SECS-P/09	8011546
SPECIALISATION COURSES			
INTERNATIONAL MARKETING	6	SECS-P/08	8010828
SALES MANAGEMENT	6	SECS-P/08	8011617
OPTIONAL COURSES - one course to be chosen among			
BUSINESS ANALYTICS	6	SECS-S/01	8011912
IT SYSTEMS, DATA AND APPLICATION	6	ING-INF/05	8011921
SERVICE MANAGEMENT AND MARKETING	6	SECS-P/08	8011913
SOCIAL ENTREPRENEURSHIP AND INNOVATION	6	SECS-P/07	8011718
SUSTAINABILITY MANAGEMENT	6	SECS-P/07	8011915
ECONOMICS OF PROCUREMENT	6	SECS-P/06	8011916

SUSTAINABLE SUPPLY CHAIN MANAGEMENT	6	SECS-P/08	8011706
FINANCIAL REPORTING	6	SECS-P/07	8011285
BUSINESS AUDITING	6	SECS-P/07	8011610
ORGANISATIONAL PSYCHOLOGY	6	M-PSI/06	8011739
ORGANISATIONAL COMMUNICATION AND PRESENTATION SKILLS	6	SECS-P/10	8011914
FAMILY BUSINESS	6	SECS-P/10	8011427
PROJECT MANAGEMENT	6	ING-IND/17	8011615
BUSINESS MODELS INNOVATION	6	SECS-P/08	8011737
TAX LAW	6	IUS/11	8011574
4° SEMESTER	ECTS		
EXTRA ACTIVITY (*can be attended also during previous semesters)	6		
THESIS	24		