

**ALLEGATO 1- Descrizione del percorso formativo per i corsi di studio erogati in lingua inglese**

<b>MASTER DEGREE COURSE IN MANAGEMENT FOR SUSTAINABLE FIRMS</b>		
<i>Study programme for students enrolled in the academic year 2023-2024</i>		
<b>1st YEAR</b>		
<b>MANDATORY UNITS</b>	<b>CREDITS</b>	<b>HOURS</b>
ENGLISH: ACADEMIC WRITING AND SPEECH COMMUNICATION *	3	21
ITALIAN AS A FOREIGN LANGUAGE **	3	21
SUSTAINABLE STRATEGIES AND ORGANIZATION (INTEGRATED COURSE)	12	84
FINANCIAL AND MANAGEMENT ACCOUNTING	9	63
BUSINESS ECONOMICS	9	63
LABORATORY: INFORMATICS	3	21
INDUSTRIAL ORGANIZATION AND COMPETITION	6	42
INTERNATIONAL BUSINESS AND CONTRACTS LAW	9	63
STATISTICS FOR DECISION MAKING	9	63
<b>1 CHOICE UNITS AMONG THE FOLLOWING:</b>	<b>CREDITS</b>	<b>HOURS</b>
DEMAND AND PRODUCTION PLANNING AND CONTROL ( <i>Smart Manufacturing track</i> )	6	42
DIGITALIZATION AND PRODUCT-SERVICE INNOVATION ( <i>Marketing and Digital Transformation track</i> )	6	42
MANAGING AND LEADING PEOPLE ( <i>People and organizations track</i> )	6	42
<b>2nd YEAR</b>		
<b>MANDATORY UNITS (<i>Smart Manufacturing track</i>)</b>	<b>CREDITS</b>	<b>HOURS</b>
LEAN AND SUSTAINABLE MANUFACTURING	6	42
MANAGEMENT CONTROL	6	42
SUPPLY CHAIN AND LOGISTICS MANAGEMENT	6	42
BIG DATA AND MACHINE LEARNING FOR SMART MANUFACTURING	6	42
<b>MANDATORY UNITS (<i>Marketing and Digital Transformation track</i>)</b>	<b>CREDITS</b>	<b>HOURS</b>
RELATIONAL MARKETING	6	42
ECONOMICS OF INNOVATION	6	42

OMNICHANNEL MARKETING MANAGEMENT	6	42
QUANTITATIVE METHODS AND ANALYTICS FOR MARKETING	6	42
<b>MANDATORY UNITS</b> <i>(People and Organizations track)</i>	<b>CREDITS</b>	<b>HOURS</b>
TALENT MANAGEMENT, DIVERSITY AND INCLUSION	6	42
ECONOMICS OF HUMAN CAPITAL	6	42
PERFORMANCE MANAGEMENT AND COMPENSATION	6	42
LABOUR LAW AND INDUSTRIAL RELATIONS	6	42
<b>15 ADDITIONAL FREE-CHOICE CREDITS</b> <i>(suggested list)</i>		
SMART MANUFACTURING LAB	9	63
HR ANALYTICS LAB	9	63
DIGITAL TRANSFORMATION AND SERVICIZATION LAB	9	63
BLOCK CHAIN APPLICATIONS FOR BUSINESS	6	42
FAMILY BUSINESS AND ENTREPRENEURSHIP	6	42
SUSTAINABLE MARKETING AND INNOVATION	6	42
STAGE	6	
<b>FINAL THESIS/DISSERTATION</b>	<b>15</b>	
<b>NOTES</b>		
<p>* Compulsory linguistic exam for students with an Italian degree  ** Compulsory linguistic exam for students with a foreign degree</p> <p>IN ORDER TO TAKE SECOND YEAR EXAM STUDENTS MUST REGISTER THE ENGLISH OR ITALIAN COURSE BY THE END OF THE FIRST YEAR</p>		