

Track: Management and Marketing

3rd year @Unipd

MBS

ASSOCIAZIONE 1

	ECTS		ECTS
OPERATION MANAGEMENT AND DIGITAL TECHNOLOGIES	6	International Economics and Sustainability	4
HUMAN RESOURCE MANAGEMENT	6	Corporate Finance	4
INDUSTRIAL ORGANIZATION AND HIGH-TECH MARKETS	6	Organisational Behaviour & International HRM	4
MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	6	International Marketing	4
MARKETING	6	Management Information Systems	4
		Sustainable Business Model and Value Creation	4
		Strategic Management	4
		Managing Otherwise	2

CREDITI LIBERI (TAF D)

Business Game - Sustainable Development	3
Sustainable Supply Chains	4
French Culture and Society	2
French as Foreign Language - FLE	2
Digital Business Transformation	4
French as Foreign Language - FLE semester 2	2
Start Up Week	4
Elective 1 (scegli uno)	3
Elective 2 (scegli uno)	3
Elective 3 (scegli uno)	3

60 ECTS

SCEGLIERE 3/8 DEI SEGUENTI ESAMI A LIBERA SCELTA

Corporate Reputation	3
International Financial Markets	3
French Luxury & Excellence	3
Retail Management Technology	3
Doing Business in/with the US	3
Introduction to Digital Marketing	3
Introduction to Social Entrepreneurship	3
Audit and Control	3
Empower your Potential	3

Bachelor of International Business Administration (BIBA)

AY 2024 – 2025

Course plan for
EXCHANGE STUDENTS

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Bachelor of International Business Administration – 3rd Year AY 2024/2025

Preamble

IMPORTANT: As the number of places available in BIBA Year 3 is limited, priority will be given to double degree students over credit transfer students.

Option 1 - Credit Transfer: Students who have achieved, in their home university, 2 years (eq. 120 ECTS credits) in a Bachelor program will take some or all the courses of the year 3 (final year) of our BIBA program.

Credit transfer students must register for at least 20 ECTS credits per semester.
Students can study one semester (either semester one or two) or the academic year.

Option 2 - Double Degree: Students who have achieved, in their home university, min. 2 years (eq. 120 ECTS credits) in one of the Bachelor programs indicated in the cooperation agreement signed with their home university, will follow the **whole course plan of the 3rd year (Licence 3)** of our Bachelor of International Business Administration (BIBA) program – *Diplôme en Management International des Affaires*, visé BAC+3 Grade de Licence, level 6 (180 ECTS).

Objectives : Mobilize one’s critical thinking capacity to conduct activities within the company and propose solutions adapted to a globalized and digitalized environment.

Semester 1 (Fall) courses	Teaching Language	Nbre of teaching Hours	ECTS Credits
Teaching Unit (TU) 1 - Digital and Analytical Competences			
Corporate Finance *	EN	30	4
Management Information Systems	EN	30	4
International Economics and Sustainability	EN	30	4
Total TU1		90	12
TU2 - Commercial and Entrepreneurial Competences			
International Marketing	EN	30	4
Sustainable Business Models and Value Creation	EN	30	4
Total TU2		60	8
TU3 - Organisational and Behavioral Competences			
Organisational Behaviour & International HRM	EN	30	4
Managing Otherwise	EN	15	2
Total TU3		45	6
TU4 - Open-mindedness and Communication			
French Culture and Society	EN	30	2
French as a Foreign Language - FLE	EN	30	2
Total TU4		60	4
Total Semester 1		255	30

Semester 2 (Spring) courses	Teaching Language	Nbre of teaching Hours	ECTS Credits
TU5 - Entrepreneurial and Managerial Competences			
Strategic Management	EN	30	4
Digital Business Transformation **	EN	30	4
Sustainable Supply Chains	EN	30	4
Start Up Week	EN	30	4
Total TU5		120	16
TU6 - Professional Focus			
Elective Courses - Choose 3 courses from the list below:			
Audit and Control	EN	24	3
Corporate Reputation	EN	24	3
International Financial Markets	EN	24	3
French Luxury & Excellence	EN	24	3
Retail Management Technology	EN	24	3
Introduction to Digital Marketing	EN	24	3
Introduction to Social Entrepreneurship	EN	24	3
Doing Business in/with the US	EN	24	3
Empower your Potential	EN	24	3
Total TU6		72	9
TU7 - Interdisciplinary Competences			
Business Game - Sustainable Development	EN	24	3
French as a Foreign Language - FLE	EN	30	2
Total TU7		54	5
Total Semester 2		246	30
Total Academic Year		501	60

*** Pre-requisites for Corporate Finance**

Students are supposed to have a basic knowledge of:

- Reading and understanding financial statements ;
- Doing calculations with a spreadsheet and an electronic calculator.

To review these concepts and techniques, some supplementary handouts will be provided.

**** Pre-requisite for Digital Business Transformation**

The course builds upon concepts seen in the first semester in the courses on *Management of Information Systems* and *Sustainable Business Models and Value Creation*.