

**FACULTY OF ECONOMICS**

**Prospectus  
A.Y. 2009/2010**

Master of Science

in

**GENERAL MANAGEMENT**

**N.B.:**

In order to obtain the degree students must get a total of 120 credits, by passing all the exams and having positive feedback for other formative activities.

**FIRST YEAR**  
(Enrolled a.y. 2009/2010)

Fields:

- Finance
- International Business
- Luxury and Fashion
- Management of Innovation
- DDIM

## **MSc in General Management**

Core courses common to all fields but DDIM

<b>First semester courses</b>	<b>SDS</b>	<b>Credits</b>	<b>Teacher</b>
Performance measurement	SECS-P/07	8	<b>Fiori</b>
Managerial economics	SECS-P/06	8	Muscio
Quantitative methods	SECS-S/06	8	Scalia Tomba
Company and business law	IUS/04	8	Bruno

<b>Second semester courses</b>			<b>Teacher</b>
Marketing management	SECS-P/08	8	<b>Marcati</b>
Strategic management	SECS-P/10	8	Boccardelli – da nominare
Corporate finance (advanced)	SECS-P/09	8	Oriani
Global macroeconomics	SECS-P/01	8	<b>Zeira</b>

<b>Other formative activities</b>	<b>Credits</b>
Various activities (stages, foreign languages, etc.)	4
Optional courses	8
Project work	20

## Double Degree in International Management (DDIM)

<b>First semester courses</b>	<b>Credits</b>	<b>Teacher</b>
Performance measurement	8	Fiori - Di Donato
Quantitative methods	8	
Global macroeconomics	8	Di Giorgio- Reichlin
Business law and institutions	8	Zadra

<b>Second semester courses</b>	<b>Credits</b>	<b>Teacher</b>
People management	6	
Corporate finance (Advanced)	8	
Marketing management	8	Marcati - Mathews
Strategic management	8	

**SECOND YEAR**  
(Enrolled a.y. 2008/2009)

Fields:

- Finance
- International Business
- Luxury and Tourism
- Management of Innovation (l'indirizzo non sarà attivato)

## **MSc in General Management**

Field Finance

<b>First semester courses</b>	<b>Credits</b>		<b>Teacher</b>
International finance	SECS-P/01	8	<b>Benigno</b>
M&A and Investment banking	SECS-P/11	8	Langer

Optional course recommended by the Faculty

Asset Management	SECS-P/11	8	Micillo
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<b>Other formative activities</b>	<b>Crediti</b>
Various activities (stages, foreign languages, etc.)	5
Further optional course	8
Project work	21

## **MSc in General Management**

Field International Business

<b>First semester courses</b>	<b>Credits</b>		<b>Teacher</b>
International trade	SECS-P/01	8	<b>Manzocchi</b>
International business	SECS-P/08	8	<b>Mathews</b>

Optional course recommended by the Faculty

Business Organization	SECS-P/10	8	De Marco
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<b>Other formative activities</b>	<b>Credits</b>
Various activities (stages, foreign languages, etc.)	5
Further optional course	8
Project work	21

## **MSc in General Management**

Field Luxury and Tourism

<b>First semester courses</b>	<b>Credits</b>		<b>Teacher</b>
Luxury management	SECS-P/08	8	Festa - Marchesi
Tourism management	SECS-P/08	8	Lazzerini – Dall’Aglio

Optional course recommended by the Faculty

International Marketing	SECS-P/08	8	Quintano
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<b>Other formative activities</b>	<b>Credits</b>
Various activities (stages, foreign languages, etc.)	5
Further optional course	8
Project work	21