



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

**REGOLAMENTO DIDATTICO DEL CORSO IN  
BUSINESS AND ECONOMICS (L-18)**

Sede di Bologna

## **INDICE**

---

**Art. 1 Requisiti per l'accesso al corso**

**Art. 2 Regole di mobilità fra i curricula del Corso di Studio. Piani di studio individuali**

**Art. 3 Modalità di svolgimento di ciascuna attività formativa e tipologia delle forme didattiche**

**Art. 4 Frequenza e propedeuticità**

**Art. 5 Prove di verifica delle attività formative**

**Art. 6 Attività formative autonomamente scelte dallo studente**

**Art. 7 Criteri di riconoscimento dei crediti acquisiti in Corsi di Studio della stessa classe**

**Art. 8 Criteri di riconoscimento dei crediti acquisiti in Corsi di Studio di diversa classe, presso università telematiche e in Corsi di Studio internazionali**

**Art. 9 Criteri di riconoscimento delle conoscenze e abilità extrauniversitarie**

**Art. 10 Tirocinio curriculare**

**Art. 11 Tirocinio finalizzato alla preparazione della prova finale o collegato ad un progetto formativo**

**Art. 12 Apprendistato in alta formazione**

**Art. 13 Modalità di svolgimento della prova finale**

**Art. 14 Coerenza fra i crediti assegnati alle singole attività formative e gli specifici obiettivi formativi programmati**

---

## **Art. 1 Requisiti per l'accesso al corso**

### **Requisiti di accesso**

Per essere ammessi al corso di laurea è necessario il possesso di Diploma di scuola media superiore di durata quinquennale o altro titolo di studio conseguito all'estero riconosciuto idoneo, oppure di Diploma di scuola media superiore di durata quadriennale e del relativo anno integrativo o, ove non più attivo, del debito formativo assegnato.

### **Numero programmato**

Il corso di laurea adotta un numero programmato a livello locale (ex art. 2 L. 264/99) in relazione alle risorse disponibili. Il numero di studenti iscrivibili e le modalità di svolgimento della selezione saranno resi pubblici ogni anno con il relativo bando di concorso.

### **Conoscenze richieste**

E' necessario il possesso delle seguenti conoscenze:

- Matematiche di base e ragionamento logico

### **Verifica delle conoscenze**

Tutti gli studenti devono sostenere una prova di verifica delle conoscenze richieste per l'accesso al corso di laurea che avverrà contestualmente alla prova di selezione per l'accesso a numero programmato.

Tali conoscenze sono verificate mediante la definizione di una votazione minima nel test di accesso al corso a numero programmato che ha la sola finalità di verificare le conoscenze richieste per l'accesso.

Agli studenti ammessi al corso con una votazione inferiore alla prefissata votazione minima, verrà assegnato un obbligo formativo aggiuntivo (OFA).

Obblighi formativi aggiuntivi

Qualora la verifica non sia positiva viene assegnato un obbligo formativo consistente nella frequenza del corso di allineamento di matematica o di altre attività eventualmente attivate allo scopo, come previsto dal bando di concorso.

L'obbligo formativo aggiuntivo assegnato si intende superato con il superamento dell'esame Mathematics entro i termini previsti dagli Organi Accademici.

Il mancato soddisfacimento dell'obbligo entro la data deliberata dagli Organi Accademici e pubblicata sul Portale di Ateneo comporta la ripetizione dell'iscrizione al medesimo anno (ripetenza).

Lo studente, al quale viene riconosciuto l'esame di Mathematics, è esonerato dalla verifica dell'assolvimento dell'OFA.

### **Accertamento delle conoscenze e competenze linguistiche**

Per l'accesso al corso di studio è previsto l'accertamento delle conoscenze e competenze nella lingua inglese. Il livello minimo richiesto è il B1. Le modalità di accertamento della lingua inglese saranno rese note annualmente attraverso il bando di concorso e potranno indicare un livello superiore a quello minimo richiesto.

### **“Semester and third year@Buenos Aires Campus”**

Per rafforzare la mobilità internazionale, il corso di laurea in Business and Economics permette agli studenti di frequentare uno o più semestri del 3° anno presso il Campus dell'Università di Bologna a Buenos Aires.

I seguenti corsi saranno programmati a Buenos Aires:

Corporate Finance (B.A.) SECS-P/09 60 ore 9 ects

Attività a libera scelta 1\* 60 ore 9 ects

Attività a libera scelta 2\* 60 ore 9 ects

Internship\* 320/480 ore - 6/9 ects

Business Strategy (B.A. in Spanish) SECS-P/08 60 ore 9 ects

International Marketing (B.A. in Spanish) SECS-P/08 60 ore 9 ects

International Economics (B.A.) SECS-P/01 60 ore 9 ects

Spanish Language (B.A.) 30 ore 3 ects credits to be chosen among the electives

I semestri saranno riservati ad un numero limitato di studenti, stabilito annualmente dal bando di ammissione. Tali studenti saranno selezionati alla luce dei seguenti criteri:

- Numero minimo dei cfu ottenuti
- Media degli esami di profitto (75%)
- Lettera di motivazione e certificazione di lingua spagnola (25%)

Le modalità di selezione saranno rese note annualmente attraverso il bando di ammissione

\* Il Consiglio della struttura didattica potrà riconoscere per le attività formative a scelta autonoma, inserite nel piano didattico dello studente, eventuali attività svolte dallo studente c/o Università o altri Organismi esteri presso i quali si svolgono attività di formazione universitaria con i quali siano stati stipulati accordi. Tale possibilità è estesa agli studenti iscritti dall'a.a 13/14 e anni accademici seguenti.

E' altresì prevista una selezione per partecipare al Progetto "Corso undergraduate presso la sede di Buenos Aires" (First year@Buenos Aires Campus) che prevede un piano degli studi alternativo predefinito.

## **Art. 2 Regole di mobilità fra i curricula del Corso di Studio.**

### **Piani di studio individuali b n**

Lo studente può effettuare le scelte indicate nel piano didattico, con le modalità indicate nel piano stesso e nei termini determinati annualmente dalla Scuola e resi noti tramite il Portale di Ateneo.

E' prevista la possibilità di presentazione di piani di studio individuali entro i termini determinati annualmente dalla Scuola e resi noti tramite il Portale di Ateneo.

Il Consiglio di Corso di studio valuta i piani di studio presentati sulla base della loro congruenza con l'ordinamento didattico del corso di studio e

- congruenza con gli obiettivi formativi del corso di studio

- verifica che il numero degli esami, degli insegnamenti e dei crediti formativi universitari relativi non sia inferiore al corrispondente numero previsto dal Piano di Studi

Sono ammesse solo attività formative in lingua inglese di livello triennale

### **Art. 3 Modalità di svolgimento di ciascuna attività formativa e tipologia delle forme didattiche**

Il piano didattico allegato indica le modalità di svolgimento di ciascuna attività formativa e la relativa suddivisione in ore di didattica frontale, di esercitazioni pratiche o di tirocinio, nonché la tipologia delle forme didattiche.

Eventuali ulteriori informazioni ad esse relative saranno rese note annualmente sul Portale di Ateneo.

### **Art. 4 Frequenza e propedeuticità**

L'obbligo di frequenza alle attività didattiche è indicato nel piano didattico allegato, così come le eventuali propedeuticità delle singole attività formative.

Le modalità e la verifica dell'obbligo di frequenza, ove previsto, sono stabilite annualmente dal Corso di Studio in sede di presentazione della programmazione didattica e rese note agli studenti prima dell'inizio delle lezioni tramite il Portale di Ateneo.

Sono previste le seguenti propedeuticità :

- Mathematics propedeutico a Statistics
- Principles of law propedeutico a Commercial Law

### **Art. 5 Prove di verifica delle attività formative**

Il piano didattico allegato prevede i casi in cui le attività formative si concludono con un esame con votazione in trentesimi ovvero con un giudizio di idoneità.

Le modalità di svolgimento delle verifiche (forma orale, scritta o pratica ed eventuali loro combinazioni; verifiche individuali ovvero di gruppo) sono stabilite annualmente dal Corso di Studio in sede di presentazione della programmazione didattica e rese note agli studenti prima dell'inizio delle lezioni tramite il Portale di Ateneo.

### **Art. 6 Attività formative autonomamente scelte dallo studente**

Lo studente può indicare come attività formative autonomamente scelte dallo studente una o più attività formative tra quelle individuate dal Consiglio di Corso di studio e previste nell'allegato piano didattico e/o rese note annualmente tramite Portale di Ateneo.

Se lo studente intende sostenere un esame relativo ad una attività non prevista tra quelle individuate dal Consiglio di Corso di studio, deve fare richiesta al Consiglio di Corso nei termini previsti annualmente e resi noti tramite pubblicazione sul Portale di Ateneo.

Il Consiglio valuterà la coerenza della scelta con il percorso formativo dello studente.

### **Art. 7 Criteri di riconoscimento dei crediti acquisiti in Corsi di Studio della stessa classe**

I crediti formativi universitari acquisiti sono riconosciuti fino a concorrenza dei crediti dello stesso settore scientifico disciplinare previsti dal piano didattico allegato, purché relativi ad insegnamenti impartiti in lingua inglese.

Qualora, effettuati i riconoscimenti in base alle norme del presente regolamento, residuino crediti non utilizzati, il Consiglio di Corso di studio può riconoscerli valutando il caso concreto sulla base delle affinità didattiche e culturali.

#### **Art. 8 Criteri di riconoscimento dei crediti acquisiti in Corsi di Studio di diversa classe, presso università telematiche e in Corsi di Studio internazionali**

I crediti formativi universitari acquisiti sono riconosciuti dal Consiglio di Corso di studio sulla base dei seguenti criteri:

- analisi del programma svolto
- valutazione della congruità dei settori scientifico disciplinari e dei contenuti delle attività formative in cui lo studente ha maturato i crediti con gli obiettivi formativi specifici del corso di studio e delle singole attività formative da riconoscere, perseguendo comunque la finalità di mobilità degli studenti.

Il riconoscimento è effettuato fino a concorrenza dei crediti formativi universitari previsti dal piano didattico allegato. Qualora, effettuati i riconoscimenti in base alle norme del presente regolamento, residuino crediti non utilizzati, il Consiglio di Corso di studio può riconoscerli valutando il caso concreto sulla base delle affinità didattiche e culturali.

#### **Art. 9 Criteri di riconoscimento delle conoscenze e abilità extrauniversitarie**

Possono essere riconosciute competenze acquisite fuori dall'Università nei seguenti casi:

- conoscenze e abilità professionali certificate ai sensi della normativa vigente in materia;
- conoscenze e abilità maturate in attività formative di livello post secondario alla cui realizzazione e progettazione abbia concorso l'Università.

La richiesta di riconoscimento sarà valutata dal Consiglio di Corso di studio tenendo conto delle indicazioni date dagli Organi Accademici e del numero massimo di crediti riconoscibili fissato nell'ordinamento didattico del corso di studio.

Il riconoscimento potrà avvenire qualora l'attività sia coerente con gli obiettivi formativi specifici del corso di studio e delle attività formative che si riconoscono, visti anche il contenuto e la durata in ore dell'attività svolta.

#### **Art. 10 Tirocinio curricolare**

Il corso di studio può prevedere la possibilità di svolgere tirocini curricolari. Il tirocinio curricolare è l'esperienza formativa caratterizzata dalla realizzazione di esperienze pratiche e dalla riflessione necessariamente connessa, svolte in strutture esterne all'Ateneo o interne, che permettono l'acquisizione di competenze da parte dello studente coerente con il percorso di studio seguito.

#### **Art. 11 Tirocinio finalizzato alla preparazione della prova finale o comunque collegato ad un progetto formativo mirato ad affinare il suo processo di apprendimento e formazione**

Il Corso di Studio, su richiesta dello studente, può consentire, con le procedure stabilite dal Regolamento generale di Ateneo per lo svolgimento dei tirocini o dai programmi internazionali di mobilità per tirocinio, e in conformità alle norme comunitarie, lo svolgimento di un tirocinio finalizzato alla preparazione della prova finale **o comunque collegato ad un progetto formativo mirato ad affinare il suo processo di apprendimento e formazione.**

**Tali esperienze formative che non dovranno superare la durata di 3 mesi dovranno concludersi entro la data del conseguimento del titolo di studio, potranno essere svolte prevedendo l'attribuzione di crediti formativi:**

- **per attività di tirocinio previsto dal piano didattico;**
- **per attività a scelta dello studente configurabili anche come tirocinio;**

#### **Art. 12 Apprendistato in alta formazione**

Il Consiglio di Corso di studio può prevedere la possibilità per lo studente di svolgere attività di Apprendistato per integrare la formazione universitaria con la formazione pratica in azienda finalizzato all'acquisizione di un titolo di studio.

Possono partecipare alla selezione gli studenti tra i 18 e i 29 anni che hanno già acquisito da un minimo di 100 ad un massimo di 120 CFU.

Alle attività di apprendimento formale svolte in azienda sulla base del progetto formativo allegato al contratto di apprendistato possono essere riconosciuti da un minimo di 12 CFU ad un massimo di 25 CFU.

La durata del contratto varia da 12 a 36 mesi e vi è un obbligo formativo di 240 ore annue di apprendimento formale, di cui 150 in azienda e 90 ore retribuite dall'azienda stessa, a fronte di attività accademiche svolte dallo studente.

#### **Art. 13 Modalità di svolgimento della prova finale**

La prova finale consiste nella preparazione di un elaborato scritto in lingua inglese, con successiva discussione pubblica in lingua inglese. E' preferibile che lo studente svolga il lavoro sotto la supervisione di un docente. Lo studente dovrà trasmettere l'elaborato al docente supervisore e alla segreteria didattica.

L'elaborato deve essere discusso pubblicamente nel corso di una seduta della Commissione formata e nominata secondo quanto disposto dall'art. 19 del Regolamento didattico d'Ateneo.

Il Consiglio di Corso può prevedere l'attribuzione di punteggi bonus che saranno resi noti tramite il portale di Ateneo.

#### **Art. 14 Coerenza fra i crediti assegnati alle singole attività formative e gli specifici obiettivi formativi programmati**

La Commissione Paritetica docenti-studenti in data 01/12/2015 ha espresso parere favorevole ai sensi dell'articolo 12 comma 3 del DM 270/04.



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

[www.unibo.it](http://www.unibo.it)





ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

**REGULATORY SECTION**

**BUSINESS AND ECONOMICS (L-18)**

**Bologna**

## INDICE

[Art. 1 Admission requirements](#)

[Art. 2 Mobility rules between Degree Programme curricula. Individual studyplans](#)

[Art. 3 Implementation of learning activities and types of teaching activities](#)

[Art. 4 Attendance and preparatory activities](#)

[Art. 5 Assessment of learning activities](#)

[Art. 6 Elective learning activities](#)

[Art. 7 Criteria for the recognition of credits acquired in degree programmes in the same class](#)

[Art. 8 Criteria for the recognition of credits acquired within degree programmes in different classes,  
from telematic universities or international degree programmes](#)

[Art. 9 Criteria for the recognition of extra-university competencies and skills](#)

[Art. 10 Curricular internship](#)

[Art. 11 Internships for the preparation of the final examination or linked to a project aiming to  
develop learning and academic skills](#)

[Art. 12 Higher education apprenticeship](#)

[Art. 13 Final examination methods](#)

[Art. 14 Correspondence between the credits assigned to each learning activity and the planned  
learning outcomes](#)

## Art. 1 Admission requirements

### Admission requirements

To be admitted to the degree course, a high school diploma is required five-year duration or another qualification obtained abroad recognized as suitable, or a Diploma of four-year high school and the relative supplementary year.

The degree course adopts a number programmed at the local level (pursuant to art. 2 of Law 264/99) in relation to the available resources. The number of students who can enroll and the procedures for carrying out the selection will be disclosed public every year with the related announcement of competition.

### Knowledge required

The following knowledge is required:

- Basic mathematics and logical reasoning

### Knowledge check

All students must take a test to verify the knowledge required for access to the course degree which will take place at the same time as the selection test for access to a restricted number.

This knowledge is verified by defining a minimum mark in the course access test with a programmed number which has the sole purpose of verifying the knowledge required for access.

Students admitted to the course with a mark lower than the pre-established minimum mark will be assigned an additional learning obligation (OFA).

### Additional training obligations

If the verification is not positive, a training obligation consisting in the attendance of the course is assigned alignment course in mathematics or other activities possibly activated for the purpose, as provided for by competition notice.

The additional learning obligation assigned is considered passed by passing the Mathematics exam within the deadlines established by the Academic Bodies.

Failure to fulfill the obligation by the date approved by the Academic Bodies and published on the Unibo Portal involves repeating enrollment in the same year (repeat).

The student, to whom the Mathematics exam is recognized, is exempt from the verification of the fulfillment of the OFA.

### Assessment of language knowledge and skills

To access the course, it is required a minimum level (B1) of English.

The procedures for assessing the English language will be communicated annually through the call for applications and may indicate a level higher than the minimum required.

### “Semester and third year @Buenos Aires Campus”

To enhance international mobility, the Business and Economics degree program allows students to attend one or more semesters of the 3rd year at the Campus of the University of Bologna in Buenos Aires.

The following courses will be taught in Buenos Aires:

Corporate Finance (B.A.) SECS-P/09 60 hours 9 ects

Attività a libera scelta 1\* 60 hours 9 ects

Attività a libera scelta 2\* 60 hours 9 ects

Internship\* 320/480 hours - 6/9 ects

Business Strategy (B.A. in Spanish) SECS-P/08 60 hours 9 ects

International Marketing (B.A. in Spanish) SECS-P/08 60 hours 9 ects

International Economics (B.A.) SECS-P/01 60 hours 9 ects

Spanish Language (B.A.) 30 hours 3 ects credits to be chosen among the electives

The semesters will be reserved for a limited number of students, established annually by the call for applications admission. These students will be selected in the light of the following criteria:

- Minimum number of ects obtained
- Average of exams (75%)

- Motivation letter and Spanish language certification (25%)

The selection methods will be announced annually through the call for admission. The Council of the teaching structure will be able to recognize for the autonomously chosen training activities, inserted in the student's educational plan, any activities carried out by the student at the University or other Organizations abroad where university training activities are carried out with which agreements have been stipulated.

This possibility is extended to students enrolled from the 13/14 academic year and following academic years.

A selection is also foreseen to participate in the Project "Undergraduate course at the Buenos office Aires" (First year@Buenos Aires Campus) which provides for a predefined alternative study plan.

### **Art. 2 Mobility rules between Degree Programme curricula. Individual studyplans**

Students can choose the indicated teaching plan, in the manner indicated in the plan itself and within the terms determined annually by the School and made known through the University Portal. It is possible to submit individual study plans within the specified deadlines annually by the School and made known through the University Portal.

The Study Course Council evaluates the study plans presented on the basis of their congruence with the didactic organization of the course of study:

- congruence with the educational objectives of the course of study
- verifies that the number of exams, courses and related university credits are not lower than the corresponding number provided for in the Study Plan

Only three-year level training activities in English are admitted

### **Art. 3 Implementation of learning activities and types of teaching activities**

The attached teaching plan indicates how each educational activity will be carried out and its division into hours of frontal teaching, practical exercises or internships, as well as the type of teaching forms.

Any additional information related to them will be made known annually on the University Portal.

### **Art. 4 Attendance and preparatory activities**

Mandatory attendance to the teaching activities is indicated in the attached teaching plan, as well as any preparatory activities for the individual training activities.

The methods and verification of compulsory attendance, where required, are established annually by the Study Program when the teaching program is presented and made known to students before the start of lessons via the University Portal.

The following prerequisites are mandatory:

- Mathematics preparatory to Statistics
- Principles of law preparatory to Commercial Law

### **Art. 5 Assessment of learning activities**

The attached teaching plan provides for the cases in which the training activities end with an exam with a mark out of thirty or with a judgment of suitability.

The procedures for carrying out the assessments (oral, written or practical form and any combination thereof, individual or group checks) are established annually by the Study Program when the teaching program is presented and made known to the students before the start of the lessons through the University Portal.

## **Art. 6 Elective learning activities**

Students can indicate one or more activities as learning activities autonomously chosen by the student training among those identified by the Degree Program Board and provided for in the attached teaching plan and/or disclosed annually through the University Portal.

If the student intends to take an exam relating to an activity not envisaged among those identified by the Study Course Council, must make a request to the Course Council within the deadlines set annually and returned known through publication on the University Portal.

The Council will evaluate the consistency of the choice with the student's educational path.

## **Art.7 Criteria for the recognition of credits acquired in degree programmes in the same class**

The credits acquired are recognized up to the amount of credits in the same scientific sector disciplinary envisaged in the attached teaching plan, provided that they relate to courses taught in English language. Having carried out the acknowledgments based on the provisions of this regulation, should there be any unused credits, the Degree Program Board can recognize them by evaluating the consistency on the basis of educational and cultural affinities.

## **Art. 8 Criteria for the recognition of credits acquired within degree programmes in different classes, from telematic universities or international degree programmes**

University credits earned are recognized by the Course Council based on the following criteria:

- analysis of the program carried out
- evaluation of the congruity of the scientific disciplinary sectors and contents of the training activities in which the student has earned credits with the specific training objectives of the course of study and the individual training activities to be recognized, pursuing in any case the purpose of student mobility.

Recognition is carried out up to the amount of university credits provided by the didactic system of the course of study, in accordance with the relevant scientific disciplinary areas and the type of training activities.

If, having made the recognition according to the rules of these regulations, unused credits remain, the Course Council may recognize them by evaluating the consistency on the basis of educational and cultural affinities.

Recognition is related to courses taught or training activities conducted in English.

## **Art. 9 Criteria for the recognition of extra-university competencies and skills**

Skills acquired outside the University may be recognized in the following cases:

- professional knowledge and skills certified in accordance with relevant regulations;
- knowledge and skills acquired in post-secondary level educational activities to the implementation and design of which the University has contributed.

The request for recognition will be evaluated by the Course Council, considering the indications given by the Academic Bodies and the maximum number of recognizable credits set in the didactic system of the course of study.

Recognition may take place if the activity is consistent with the specific educational objectives of the course of study and the educational activities being recognized, given also the content and duration in hours of the activity carried out.

### **Art. 10 Curricular internship**

The course of study may include the possibility of carrying out curricular internships. The curricular internship is the formative experience characterized by the realization of practical experiences and reflection necessarily connected, carried out in structures external to the University or internal, which allow the acquisition of skills on the part of the student consistent with the course of study followed.

### **Art. 11 Internships for the preparation of the final examination or linked to a project aiming to develop learning and academic skills**

Upon students' request, the Study Program may allow, with the procedures established by the Regulations General University for carrying out internships or international mobility programs for internships, e in accordance with EU standards, the carrying out of an internship aimed at preparing for the final test **or in any case connected to a training project aimed at refining its process learning and training.**

**These training experiences, which must not exceed the duration of 3 months, must be completed by date of attainment of the qualification, may be carried out by providing for the attribution of credits educational:**

- for internship activities foreseen in the teaching plan;
- for activities chosen by the student which can also be configured as an internship;

### **Art. 12 Higher education apprenticeship**

The Degree Course Council may provide for the possibility for the student to carry out activities of Finalized apprenticeship to integrate university training with practical training in the company to the acquisition of a degree.

Students aged between 18 and 29 who have already acquired a minimum of 100 to a maximum of 120 credits.

To the formal learning activities carried out in the company on the basis of the training project attached to apprenticeship contract can be recognized from a minimum of 12 credits to a maximum of 25 credits.

The duration of the contract varies from 12 to 36 months and there is a training obligation of 240 hours per year of formal learning, of which 150 in the company and 90 hours paid by the company itself, against academics activities carried out by the student.

### **Art. 13 Final examination methods**

The final exam consists in the preparation of a written essay in English, with subsequent public discussion in English. It is preferable that the student carries out the work under the supervision of a lecturer. The student will have to send the thesis to the supervising teacher and to the didactic secretariat.

The work must be publicly discussed during a session of the formed Commission e appointed in accordance with the provisions of art. 19 of the University teaching regulations. The Course Council may provide for the attribution of bonus scores which will be announced through the portal of Athenaeum

**Art. 14 Correspondence between the credits assigned to each learning activity and the planned learning outcomes**

On 01/12/2015 the Joint Teaching Committee expressed its favourable opinion pursuant to Article 12 para. 3 of Ministerial Decree no. 270/04



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

[www.unibo.it](http://www.unibo.it)



**Anno Accademico** 2023/2024  
**Scuola** Economia, Management e Statistica  
**Classe** L-18-SCIENZE DELL'ECONOMIA E DELLA GESTIONE AZIENDALE  
**Corso** 8965-BUSINESS AND ECONOMICS/ECONOMIA E GESTIONE DI IMPRESA

### Primo Anno di Corso

**Gruppo: Attività formative obbligatorie**

**TAF: Ambito:**

**Cfu min: Cfu max:**

Note:

| Attività formativa  | TIP | SSD       | TAF | CFU | ORE F/E/L/N | FREQ. | VER. |
|---|-----|-----------|-----|-----|-------------|-------|------|
| 8965 000 000 47736 - 0 - ACCOUNTING   |     | SECS-P/07 |     | 9   | 60/0/0/0    | No    | Voto |
| <b>Ambito:</b> 008 - Aziendale  |     |           | B   |     |             |       |      |
| Obiettivi: At the end of the course students are able to manage and interpret accounting processes, balance sheets, accounting principles with a specific focus to European and international norms and principles.   |     |           |     |     |             |       |      |
| Obiettivi inglese: At the end of the course students are able to manage and interpret accounting processes, balance sheets, accounting principles with a specific focus to European and international norms and principles.   |     |           |     |     |             |       |      |
| 8965 000 000 37292 - 0 - MATHEMATICS  |     | SECS-S/06 |     | 12  | 90/0/0/0    | No    | Voto |
| <b>Ambito:</b> 260 - Statistico-matematico  |     |           | B   |     |             |       |      |
| Obiettivi: At the end of the course the student will be capable of using the techniques of Linear Algebra; furthermore he will have acquired a working knowledge of First Year Calculus, together with the related applications in Finance and Economics.   |     |           |     |     |             |       |      |
| Obiettivi inglese: At the end of the course the student will be capable of using the techniques of Linear Algebra; furthermore he will have acquired a working knowledge of First Year Calculus, together with the related applications in Finance and Economics.   |     |           |     |     |             |       |      |
| 8965 000 000 37293 - 0 - MICROECONOMICS   |     | SECS-P/01 |     | 9   | 60/0/0/0    | No    | Voto |
| <b>Ambito:</b> 163 - Economico  |     |           | A   |     |             |       |      |
| Obiettivi: At the end of the course students with understands of the principles of micro-economic analysis. They have been introduced the concept of economic rationality as it applies to individuals and firms, and the analysis of how price and quantity are set under different market structures. Moreover students are introduced to topics addressed in more detail will include the form of utility and production functions, and rational decision making and intertemporal choice in the face of uncertainty. Implications for the behaviour and organization of firms will be highlighted throughout.         |     |           |     |     |             |       |      |
| Obiettivi inglese: At the end of the course students with understands of the principles of micro-economic analysis. They have been introduced the concept of economic rationality as it applies to individuals and firms, and the analysis of how price and quantity are set under different market structures. Moreover students are introduced to topics addressed in more detail will include the form of utility and production functions, and rational decision making and intertemporal choice in the face of uncertainty. Implications for the behaviour and organization of firms will be highlighted throughout. |     |           |     |     |             |       |      |

|  |           |   |          |    |      |
|--|-----------|---|----------|----|------|
| 8965 000 000 23611 - 0 - ORGANIZATIONAL BEHAVIOR   | SECS-P/10 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale   | B         |   |          |    |      |
| Obiettivi: At the end of the course students are able to understand how people and organisation interact. They know theories and previous research about the main organisational issues and decisions related to business, the relationship between the organisation and external contingencies, interorganisational relationships. Issues such as motivation, behavior, decision processes, communication, small group behavior, cooperation and conflict are discussed in this course. Students will be encouraged to explore organisational identity as a main variable to explain organisational behavior.         |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students are able to understand how people and organisation interact. They know theories and previous research about the main organisational issues and decisions related to business, the relationship between the organisation and external contingencies, interorganisational relationships. Issues such as motivation, behavior, decision processes, communication, small group behavior, cooperation and conflict are discussed in this course. Students will be encouraged to explore organisational identity as a main variable to explain organisational behavior. |           |   |          |    |      |

|  |        |   |          |    |      |
|--|--------|---|----------|----|------|
| 8965 000 000 37294 - 0 - PRINCIPLES OF LAW   | IUS/01 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 196 - Giuridico   | A      |   |          |    |      |
| Obiettivi: At the end of the course students will be able to understand the main legal issues concerning the law of contract and obligations both in civil law and common law systems. They will also be equipped with the knowledge of the most important public law principles and rules concerning the role of the State and the public entities in an supranational, international and global context.         |        |   |          |    |      |
| Obiettivi inglese: At the end of the course students will be able to understand the main legal issues concerning the law of contract and obligations both in civil law and common law systems. They will also be equipped with the knowledge of the most important public law principles and rules concerning the role of the State and the public entities in an supranational, international and global context. |        |   |          |    |      |

|  |           |   |          |    |      |
|--|-----------|---|----------|----|------|
| 8965 000 000 37068 - 0 - PRINCIPLES OF MANAGEMENT  | SECS-P/08 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale   | A         |   |          |    |      |
| Obiettivi: At the end of the course students can understand operations of market oriented companies. Students can manage activities of market oriented companies by defining strategic framework by analysing competition and market segments; students are also able to manage and control operating processes.         |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students can understand operations of market oriented companies. Students can manage activities of market oriented companies by defining strategic framework by analysing competition and market segments; students are also able to manage and control operating processes. |           |   |          |    |      |

**Gruppo: uno a scelta tra****TAF: Ambito:****Cfu min: Cfu max:**

Note: Given the difficulties in fulfilling all requests for internship, students have the chance to attend professional laboratory and professional computational tools course. Computational tools course shall be attended during the 1st year. Both internship and professional laboratory shall be attended during the 3rd year.

| Attività formativa  | TIP | SSD | TAF | CFU | ORE F/E/L/N | FREQ. | VER. |
|---------------------|-----|-----|-----|-----|-------------|-------|------|
| Computational tools |     |     |     | 3-3 |             |       |      |

|   |   |  |  |   |          |    |          |
|---|---|--|--|---|----------|----|----------|
| 8965 000 000 37685 - 0 - COMPUTATIONAL TOOLS  |   |  |  | 3 | 0/0/30/0 | No | Giudizio |
| <b>Ambito:</b> 1145 - Abilita' informatiche e telematiche   | F |  |  |   |          |    |          |
| Obiettivi: At the end of the Teaching Activities related to the course Computational Tools, students will be familiar with programming techniques, plus, they should have gathered a knowledge on basic instructive concepts that would help them accomplish an optimal research on resources like the internet (and other databases), develop an awareness to select, deploy and elaborate some bibliographical data, statistics, balance sheets, market data, benchmark, outcomes of working groups operating in the corporate/business fields, develop the ability to set-up and structure the information coming from financial support, from the management and from other different professions.  |   |  |  |   |          |    |          |
| This course is intended to complement the analytical skills of the student when it comes to:  |   |  |  |   |          |    |          |
| <ul style="list-style-type: none"> <li>- perform a research on the internet, on scientific databases, identify data, select it, group them, assess it.</li> <li>- compute the data with the purpose of drafting summaries, documentation and other files that may be useful for the working group.</li> <li>- conducting simple numerical analysis of dynamic economic and accounting models on a spreadsheet</li> <li>- compute indicators and indexes and work them from a graphical standpoint, rely on the use of alternative models e display all outcomes, results and strategies knowing how to assemble all this information.</li> <li>- Evaluate and assess all the different options to reach a full automation of the firm.</li> </ul> |   |  |  |   |          |    |          |

Obiettivi inglese: At the end of the Teaching Activities related to the course Computational Tools, students will be familiar with programming techniques, plus, they should have gathered a knowledge on basic instructive concepts that would help them accomplish an optimal research on resources like the internet (and other databases), develop an awareness to select, deploy and elaborate some bibliographical data,

statistics, balance sheets, market data, benchmark, outcomes of working groups operating in the corporate/business fields, develop the ability to set-up and structure the information coming from financial support, from the management and from other different professions.

This course is intended to complement the analytical skills of the student when it comes to:

- perform a research on the internet, on scientific databases, identify data, select it, group them, assess it.
- compute the data with the purpose of drafting summaries, documentation and other files that may be useful for the working group.
- conducting simple numerical analysis of dynamic economic and accounting models on a spreadsheet
- compute indicators and indexes and work them from a graphical standpoint, rely on the use of alternative models e display all outcomes, results and strategies knowing how to assemble all this information.
- Evaluate and assess all the different options to reach a full automation of the firm.

|   |  |  |     |          |    |          |
|---|--|--|-----|----------|----|----------|
| Laboratory  |  |  | 3-3 |          |    |          |
| 8965 000 000 37848 - 0 - LABORATORY   |  |  | 3   | 0/0/30/0 | No | Giudizio |
| <b>Ambito:</b>  | 1147 - Altre conoscenze utili per l'inserimento nel mondo del lavoro |  | F   |          |    |          |
| <b>Obiettivi:</b> At the end of the laboratory students will be aware and knowledgeable about the contents, methods and strategies to prepare their own resume (CV) and will have obtained the relational abilities that allow them to successfully face business interviews.         |  |  |     |          |    |          |
| <b>Obiettivi inglese:</b> At the end of the laboratory students will be aware and knowledgeable about the contents, methods and strategies to prepare their own resume (CV) and will have obtained the relational abilities that allow them to successfully face business interviews. |  |  |     |          |    |          |

## Secondo Anno di Corso

### Gruppo: Attività formative obbligatorie

**TAF: Ambito:**

**Cfu min: Cfu max:**

Note:

| Attività formativa  | TIP             | SSD    | TAF | CFU | ORE F/E/L/N | FREQ. | VER. |
|---|-----------------|--------|-----|-----|-------------|-------|------|
| 8965 000 000 37296 - 0 - COMMERCIAL LAW   |                 | IUS/04 |     | 12  | 90/0/0/0    | No    | Voto |
| <b>Ambito:</b>  | 196 - Giuridico |        | B   |     |             |       |      |
| <b>Obiettivi:</b> At the end of the Teaching Activities related to the course Commercial Law, students will count with a comprehensive understanding of the main institutions accountable for the corporations and the firms, focusing on their basic characteristics and tasks, from the moment certain commercial regulations are conceived until these same regulations and norms expire. Furthermore, students will be able to acquire and grasp the basic notions about all the different types of firms, consortiums and lobbies, in order to assess and verify how these organizations, which are widespread in the Italian Economic scenario, could be profitably used for the practice of the economic activity (principles, structures and organizations). The International approach to the course Commercial Law sets the platform for a continuous comparative evaluation between Italian commercial law and Italian Industrial legislation versus the international directives on this very field (with a special focus on EU regulation on the subject), also considering international agreements, basic concepts of commercial law and industrial law, taking into careful consideration the antitrust legislation, unfair competition and unfair practices like dumping, misleading communication, the regulation of particularities and all creative activities, regulation of know-how and of technologies as well.         |                 |        |     |     |             |       |      |
| <b>Obiettivi inglese:</b> At the end of the Teaching Activities related to the course Commercial Law, students will count with a comprehensive understanding of the main institutions accountable for the corporations and the firms, focusing on their basic characteristics and tasks, from the moment certain commercial regulations are conceived until these same regulations and norms expire. Furthermore, students will be able to acquire and grasp the basic notions about all the different types of firms, consortiums and lobbies, in order to assess and verify how these organizations, which are widespread in the Italian Economic scenario, could be profitably used for the practice of the economic activity (principles, structures and organizations). The International approach to the course Commercial Law sets the platform for a continuous comparative evaluation between Italian commercial law and Italian Industrial legislation versus the international directives on this very field (with a special focus on EU regulation on the subject), also considering international agreements, basic concepts of commercial law and industrial law, taking into careful consideration the antitrust legislation, unfair competition and unfair practices like dumping, misleading communication, the regulation of particularities and all creative activities, regulation of know-how and of technologies as well. |                 |        |     |     |             |       |      |

|   |           |   |          |    |      |
|---|-----------|---|----------|----|------|
| 8965 000 000 37299 - 0 - FINANCIAL ANALYSIS   | SECS-P/07 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale  | B         |   |          |    |      |
| Obiettivi: The course aims to explore the principles of financial analysis. It provides the participants with a framework to understand how businesses' value and risks are captured in financial statements and price them correctly. At the end of the course, students should be able to: (1) understand various techniques in financial statement analysis; (2) apply techniques to assess and compare firms' financial position, performance, and credit risk; (3) understand the limitations of financial statement numbers; (4) extract accounting information to make forecasts and valuations, and (5) select the most appropriate valuation model depending on the company analysed. This course is relevant for students who want to pursue careers in investment banking (particularly in equity research), security analysis, private equity analysis, consulting firms, or corporate finance.         |           |   |          |    |      |
| Obiettivi inglese: The course aims to explore the principles of financial analysis. It provides the participants with a framework to understand how businesses' value and risks are captured in financial statements and price them correctly. At the end of the course, students should be able to: (1) understand various techniques in financial statement analysis; (2) apply techniques to assess and compare firms' financial position, performance, and credit risk; (3) understand the limitations of financial statement numbers; (4) extract accounting information to make forecasts and valuations, and (5) select the most appropriate valuation model depending on the company analysed. This course is relevant for students who want to pursue careers in investment banking (particularly in equity research), security analysis, private equity analysis, consulting firms, or corporate finance. |           |   |          |    |      |
| 8965 000 000 37300 - 0 - FINANCIAL MARKETS AND INSTITUTIONS   | SECS-P/11 | 6 | 45/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale  | B         |   |          |    |      |
| Obiettivi: At the end of the course students will be able to understand and apply the main financial principles and concepts: they will understand why and how financial intermediation exists, how the basics of mathematical finance should be applied in the evaluation of financing contracts and financial instruments; how to invest in a portfolio, taking into account both expected returns and risks; how the monetary policy is related to what they learn in this course and how to interpret the current issues on financial markets.  |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students will be able to understand and apply the main financial principles and concepts: they will understand why and how financial intermediation exists, how the basics of mathematical finance should be applied in the evaluation of financing contracts and financial instruments; how to invest in a portfolio, taking into account both expected returns and risks; how the monetary policy is related to what they learn in this course and how to interpret the current issues on financial markets.  |           |   |          |    |      |
| 8965 000 000 37297 - 0 - INDUSTRIAL ORGANIZATION  | SECS-P/01 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 163 - Economico  | B         |   |          |    |      |
| Obiettivi: At the end of the course students are able to understand firm behavior at the strategic level for what concern pricing, market equilibrium, investments and innovation. The course will introduce students to studying organisational issues related to incentives and agency theory.  |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students are able to understand firm behavior at the strategic level for what concern pricing, market equilibrium, investments and innovation. The course will introduce students to studying organisational issues related to incentives and agency theory.  |           |   |          |    |      |
| 8965 000 000 59691 - 0 - MACROECONOMICS   | SECS-P/01 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 163 - Economico  | A         |   |          |    |      |
| Obiettivi: At the end of the course students know issues and method of Macroeconomics. Students learn to understand Macroeconomic equilibrium in protected and open economic systems and the main issues of public policy debate in Economics.  |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students know issues and method of Macroeconomics. Students learn to understand Macroeconomic equilibrium in protected and open economic systems and the main issues of public policy debate in Economics.  |           |   |          |    |      |
| 8965 000 000 09511 - 0 - MARKETING  | SECS-P/08 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale  | B         |   |          |    |      |
| Obiettivi: At the end of the course students are able to understand and use the main variable, theories and tools of marketing management. After discussing some main theoretical frameworks at the end of the course students will be able to apply them to the real company and market context. Students are able to analyse behavior and after sale behavior of costumers, to segment the market, to define a marketing plan and decide the main section of marketing mix such as product and brand management, pricing, distribution channels and communication.  |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students are able to understand and use the main variable, theories and tools of marketing management. After discussing some main theoretical frameworks at the end of the course students will be able to apply them to the real company and market context. Students are able to analyse behavior and after sale behavior of costumers, to segment the market, to define a marketing plan and decide the main section of marketing mix such as product and brand management, pricing, distribution channels and communication.  |           |   |          |    |      |

8965 000 000 47732 - 0 - STATISTICS

SECS-S/01

9

60/0/0/0

No

Voto

**Ambito:** 260 - Statistico-matematico

A

**Obiettivi:** At the end of the course students have the basic tools for analysing and describing a set of data through numerical indexes, graphical representations and dependence models for both univariate and bivariate data. The students are able to deal with basic tools of probability theory and its applications. The students will be also able to estimate population parameters from sample data by using standard inferential techniques (point estimation, confidence interval and hypothesis testing).

**Obiettivi inglese:** At the end of the course students have the basic tools for analysing and describing a set of data through numerical indexes, graphical representations and dependence models for both univariate and bivariate data. The students are able to deal with basic tools of probability theory and its applications. The students will be also able to estimate population parameters from sample data by using standard inferential techniques (point estimation, confidence interval and hypothesis testing).

## Terzo Anno di Corso

### Gruppo: A scelta fra Gruppo A e Gruppo B - I semestre

**TAF: Ambito:****Cfu min: Cfu max:**

Note:

| Attività formativa | TIP | SSD | TAF | CFU | ORE F/E/L/N | FREQ. | VER. |
|--------------------|-----|-----|-----|-----|-------------|-------|------|
|--------------------|-----|-----|-----|-----|-------------|-------|------|

Gruppo A (c/o Bologna) - I semestre

0-9

8965 000 000 48144 - 0 - CORPORATE FINANCE

SECS-P/09

9

60/0/0/0

No

Voto

**Ambito:** 1144 - Attivita' formative affini o integrative

C

**Obiettivi:** At the completion of the course, students will be equipped with the fundamental concepts of financial management. This includes the ability to understand the firm's governance, and to assess the impact of investing, financing, and risk management decisions on the firm's market value, in a classical shareholder's wealth maximization framework.

**Obiettivi inglese:** At the completion of the course, students will be equipped with the fundamental concepts of financial management. This includes the ability to understand the firm's governance, and to assess the impact of investing, financing, and risk management decisions on the firm's market value, in a classical shareholder's wealth maximization framework.

Gruppo B (c/o Buenos Aires) - I semestre

0-9

8965 000 000 79484 - 0 - CORPORATE FINANCE (B.A.)

SECS-P/09

9

60/0/0/0

No

Voto

**Ambito:** 1144 - Attivita' formative affini o integrative

C

**Obiettivi:** At the completion of the course, students will be equipped with the fundamental concepts of financial management. This includes the ability to understand the firm's governance, and to assess the impact of investing, financing, and risk management decisions on the firm's market value, in a classical shareholder's wealth maximization framework.

**Obiettivi inglese:** At the completion of the course, students will be equipped with the fundamental concepts of financial management. This includes the ability to understand the firm's governance, and to assess the impact of investing, financing, and risk management decisions on the firm's market value, in a classical shareholder's wealth maximization framework.

### Gruppo: A scelta tra gruppo C e gruppo D - II semestre

**TAF: Ambito:****Cfu min: 27 Cfu max: 27**

Note:

| Attività formativa | TIP | SSD | TAF | CFU | ORE F/E/L/N | FREQ. | VER. |
|--------------------|-----|-----|-----|-----|-------------|-------|------|
|--------------------|-----|-----|-----|-----|-------------|-------|------|

| Gruppo C (c/o Bologna) - II semestre  |           | 0-27 |          |    |      |  |
|---|-----------|------|----------|----|------|--|
| 8965 000 000 48142 - 0 - BUSINESS STRATEGY  | SECS-P/08 | 9    | 60/0/0/0 | No | Voto |  |
| <b>Ambito:</b> 008 - Aziendale  | B         |      |          |    |      |  |
| Obiettivi: At the end of the course students are able to manage strategic issues at the business level. Business definition, critical factor of success, competitive analysis, internal resources and strategic positions are discussed to define strategy in markets that can have different degrees of maturity and technology innovation.  |           |      |          |    |      |  |
| Obiettivi inglese: At the end of the course students are able to manage strategic issues at the business level. Business definition, critical factor of success, competitive analysis, internal resources and strategic positions are discussed to define strategy in markets that can have different degrees of maturity and technology innovation.  |           |      |          |    |      |  |
| 8965 000 000 25751 - 0 - INTERNATIONAL ECONOMICS  | SECS-P/01 | 9    | 60/0/0/0 | No | Voto |  |
| <b>Ambito:</b> 008 - Aziendale  | B         |      |          |    |      |  |
| Obiettivi: At the end of the course students are able to analyze several issues related to macroeconomic policy in open economies and to the evolution of foreign exchange markets. Specifically, students are exposed to the determination and dynamics of exchange rates, on the choice between flexible and fixed exchange rates, with special attention to the European Monetary Union, on the international role of the euro and its relationship with the dollar and, finally, on speculative attacks on currencies and the design of a new international financial architecture.         |           |      |          |    |      |  |
| Obiettivi inglese: At the end of the course students are able to analyze several issues related to macroeconomic policy in open economies and to the evolution of foreign exchange markets. Specifically, students are exposed to the determination and dynamics of exchange rates, on the choice between flexible and fixed exchange rates, with special attention to the European Monetary Union, on the international role of the euro and its relationship with the dollar and, finally, on speculative attacks on currencies and the design of a new international financial architecture. |           |      |          |    |      |  |
| 8965 000 000 21872 - 0 - INTERNATIONAL MARKETING  | SECS-P/08 | 9    | 60/0/0/0 | No | Voto |  |
| <b>Ambito:</b> 008 - Aziendale  | B         |      |          |    |      |  |
| Obiettivi: At the end of the course students are able to analyse international product markets from the perspective of Italian and European companies both in consumer good and industrial markets. Students are able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed.  |           |      |          |    |      |  |
| Obiettivi inglese: At the end of the course students are able to analyse international product markets from the perspective of Italian and European companies both in consumer good and industrial markets. Students are able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed.  |           |      |          |    |      |  |
| Gruppo D (c/o Buenos Aires) - II semestre   |           | 0-27 |          |    |      |  |
| 8965 000 000 69964 - 0 - BUSINESS STRATEGY (B.A. IN SPANISH)  | SECS-P/08 | 9    | 60/0/0/0 | No | Voto |  |
| <b>Ambito:</b> 008 - Aziendale  | B         |      |          |    |      |  |
| Obiettivi: At the end of the course students are able to manage strategic issues at the business level. Business definition, critical factor of success, competitive analysis, internal resources and strategic positions are discussed to define strategy in markets that can have different degrees of maturity and technology innovation.  |           |      |          |    |      |  |
| Obiettivi inglese: At the end of the course students are able to manage strategic issues at the business level. Business definition, critical factor of success, competitive analysis, internal resources and strategic positions are discussed to define strategy in markets that can have different degrees of maturity and technology innovation.  |           |      |          |    |      |  |
| 8965 000 000 69966 - 0 - INTERNATIONAL ECONOMICS (B.A.)   | SECS-P/01 | 9    | 60/0/0/0 | No | Voto |  |
| <b>Ambito:</b> 008 - Aziendale  | B         |      |          |    |      |  |
| Obiettivi: At the end of the course students are able to analyze several issues related to macroeconomic policy in open economies and to the evolution of foreign exchange markets. Specifically, students are exposed to the determination and dynamics of exchange rates, on the choice between flexible and fixed exchange rates, with special attention to the European Monetary Union, on the international role of the euro and its relationship with the dollar and, finally, on speculative attacks on currencies and the design of a new international financial architecture.         |           |      |          |    |      |  |
| Obiettivi inglese: At the end of the course students are able to analyze several issues related to macroeconomic policy in open economies and to the evolution of foreign exchange markets. Specifically, students are exposed to the determination and dynamics of exchange rates, on the choice between flexible and fixed exchange rates, with special attention to the European Monetary Union, on the international role of the euro and its relationship with the dollar and, finally, on speculative attacks on currencies and the design of a new international financial architecture. |           |      |          |    |      |  |

|  |           |   |          |    |      |
|--|-----------|---|----------|----|------|
| 8965 000 000 69965 - 0 - INTERNATIONAL MARKETING (B.A. IN SPANISH)   | SECS-P/08 | 9 | 60/0/0/0 | No | Voto |
| <b>Ambito:</b> 008 - Aziendale   |           |   |          |    | B    |
| Obiettivi: At the end of the course students are able to analyse international product markets from the perspective of Italian and European companies both in consumer good and industrial markets. Students are able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed.         |           |   |          |    |      |
| Obiettivi inglese: At the end of the course students are able to analyse international product markets from the perspective of Italian and European companies both in consumer good and industrial markets. Students are able to define entry strategies and management of steady state markets at the international level. The perspective of both small and medium sized firms and large firms is discussed. |           |   |          |    |      |

|  |  |   |          |    |          |
|--|--|---|----------|----|----------|
| 8965 000 000 69967 - 0 - SPANISH LANGUAGE (B.A.)   |  | 3 | 30/0/0/0 | No | Giudizio |
| <b>Ambito:</b> 008 - Aziendale   |  |   |          |    | B        |
| Obiettivi: At the end of the course students can:  |  |   |          |    |          |
| - understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.  |  |   |          |    |          |
| - deal with most situations likely to arise whilst travelling in an area where the language is spoken.                         |  |   |          |    |          |
| - produce simple connected text on topics which are familiar or of personal interest.  |  |   |          |    |          |
| - describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans. |  |   |          |    |          |
| Obiettivi inglese: At the end of the course students can:  |  |   |          |    |          |
| - understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.  |  |   |          |    |          |
| - deal with most situations likely to arise whilst travelling in an area where the language is spoken.                         |  |   |          |    |          |
| - produce simple connected text on topics which are familiar or of personal interest.  |  |   |          |    |          |
| - describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans. |  |   |          |    |          |

**Gruppo: Attività a libera scelta****TAF: D Ambito: 1008 - A scelta dello studente****Cfu min: 18 Cfu max: 18**

Num. Esami: 2 Num. Idoneità: 0

La Scuola garantisce che, ai fini del rispetto del limite massimo di 20 esami/5 idoneità i CFU a scelta saranno acquisibili con 2 esami e 0 idoneità

Note:

| Attività formativa | TIP | SSD | TAF | CFU | ORE F/E/L/N | FREQ. VER. |
|--------------------|-----|-----|-----|-----|-------------|------------|
|--------------------|-----|-----|-----|-----|-------------|------------|

Qualsiasi attività del CdS 8965 - BUSINESS AND ECONOMICS/ECONOMIA E GESTIONE DI IMPRESA (8965)

Ambito:

**Gruppo: Attività formative obbligatorie****TAF: Ambito:****Cfu min: Cfu max:**

Note:

| Attività formativa | TIP | SSD | TAF | CFU | ORE F/E/L/N | FREQ. VER. |
|--------------------|-----|-----|-----|-----|-------------|------------|
|--------------------|-----|-----|-----|-----|-------------|------------|

8965 000 000 60750 - 0 - FINAL EXAMINATION

3

0/0/0/0

No

Ambito: 1018 - Per la prova finale

E

Obiettivi: The student presents a topic based on a written paper. The topic is about a subject studied during the course and the student will connect the different subjects.

Obiettivi inglese: The student presents a topic based on a written paper. The topic is about a subject studied during the course and the student will connect the different subjects.

**Legenda:**

CFU: crediti formativi universitari

TAF: tipologia attività formativa (A-di base; B-caratterizzanti; C-affini o integrative; F-ulteriori attività formative; D-a scelta autonoma dello studente; S- stages e tirocini presso imprese, enti pubblici o privati, ordini professionali; E-per la prova finale)

SSD: settore scientifico disciplinare

F/E/L/N: indica le ore Frontali/Esercitazioni/Laboratori/Ore di esercitazione e/o laboratorio tenute da non docenti

Freq.: segnala l'esistenza di un obbligo di frequenza

Ver.: indica la modalità di verifica del profitto finale

TIP.: indica la tipologia delle forme didattiche. Queste possono essere CON: convenzionali, E-L: in e-learning, MIX: miste, C/E: convenzionali e/o e-learning. Il corso di studio può definire annualmente una delle modalità.