



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

**REGOLAMENTO DIDATTICO DEL CORSO IN
BUSINESS ADMINISTRATION AND SUSTAINABILITY(LM-77)**

Sede di Forlì

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Art. 1 Requisiti per l'accesso al corso

- **Conoscenze richieste per l'accesso**

Per essere ammessi al corso di laurea magistrale in Business Administration and Sustainability occorre essere in possesso di una laurea o del diploma universitario di durata triennale, ovvero di altro titolo di studio conseguito all'estero, riconosciuto idoneo.

Occorre, altresì, il possesso di requisiti curriculari e il superamento di una verifica dell'adeguatezza della personale preparazione.

- **Requisiti curriculari**

Sono richiesti i seguenti requisiti curriculari:

aver acquisito la laurea in una delle seguenti classi o possedere altro titolo di studio conseguito all'estero, riconosciuto idoneo:

ex D.M. 270:

L-14 Scienze dei servizi giuridici

L-15 Scienze del turismo

L-16 Scienze dell'amministrazione e dell'organizzazione

L-18 Scienze dell'economia e della gestione aziendale

L-20 - Scienze della comunicazione

L-25 Scienze e tecnologie agrarie e forestali

L-26 Scienze e tecnologia agro-alimentari

L-33 Scienze economiche

L-36 Scienze politiche e delle relazioni internazionali

L-GASTR Scienze, culture e politiche della gastronomia

ovvero laurea equivalente dei previgenti ordinamenti.

Oppure essere in possesso di una laurea appartenente ad una classe differente da quelle indicate ed avere acquisito i crediti formativi universitari indicati nel punto "Modalità di ammissione".

- **Verifica dell'adeguatezza della personale preparazione**

L'ammissione al corso di laurea magistrale è subordinata al superamento di una verifica dell'adeguatezza della personale preparazione che avverrà secondo le modalità definite nel punto modalità di ammissione.

È richiesta la conoscenza della lingua inglese di livello *B2* del Quadro comune europeo di riferimento per la conoscenza delle lingue.

Per l'accesso al corso è necessario possedere conoscenze nella lingua italiana equivalenti ad un livello non inferiore al *B2* del QCER.

Gli studenti stranieri non in possesso di questo requisito dovranno inserire nel proprio piano di studi attività formative finalizzate al raggiungimento del livello richiesto.

- **Modalità di ammissione**

In mancanza di una laurea tra quelle indicate al punto "requisiti curriculari", occorre aver acquisito complessivamente 48 CFU in discipline di area aziendale, economica, giuridica e matematico-statistica, dei quali almeno 30 CFU in SSD aziendali.

- SSD aziendali: SECS-P/07 Economia aziendale, SECS-P/08 Economia e gestione delle imprese, SECS-P/09 Finanza aziendale, SECS-P/10 Organizzazione aziendale, SECS-P/11 Economia degli intermediari finanziari; SECS-P/13 Scienze Merceologiche, AGR/01 Economia ed Estimo Rurale
- SSD economici: SECS-P/01 Economia politica, SECS-P/02 Politica economica, SECS-P/03 Scienza delle finanze, SECS-P/05 Econometria, SECS-P/12 Storia economica; SECS-P/04 Storia del Pensiero Economico, SECS-P/06 Economia Applicata, M-GGR/02 Geografia Economico-Politica
- SSD giuridici: IUS/01 Diritto privato, IUS/04 Diritto commerciale, IUS/05 Diritto dell'economia, IUS/07 Diritto del lavoro, IUS/09 Istituzioni di diritto pubblico, IUS/10 Diritto amministrativo, IUS/12 Diritto tributario, IUS/14 Diritto dell'unione europea; IUS/02 Diritto Privato Comparato, IUS/03 Diritto Agrario, IUS/13 Diritto Internazionale
- SSD matematico-statistici: SECS-S/01 Statistica, SECS-S/03 Statistica economica, SECS-S/04 Demografia, SECS-S/06 Metodi Matematici dell'economia e delle scienze attuariali e finanziarie, SECS-S/02 Statistica per la Ricerca Sperimentale e Tecnologica, SECS-S/05 Statistica Sociale, MAT/06 Probabilità e Statistica Matematica, MAT/09 Ricerca Operativa, INF/01 Informatica

- **Numero programmato**

Il corso di laurea magistrale adotta un numero programmato a **livello locale** 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.

- **Verifica dell'adeguatezza della personale preparazione**

La verifica dell'adeguatezza della personale preparazione, da parte di una Commissione, avverrà mediante la definizione di una votazione minima nella prova di ammissione al corso a numero programmato.

- **Verifica della conoscenza della lingua inglese**

Per l'accesso al corso di studio è richiesta la conoscenza della lingua inglese di livello B2 del Quadro comune europeo di riferimento per la conoscenza delle lingue.

Art. 2 Regole di mobilità fra i curricula del Corso di studio

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

Non è consentito il passaggio tra i curricula previsti, salvo che per eccezionali e motivate esigenze.

Le richieste motivate, presentate entro i termini resi noti tramite il Portale di Ateneo, saranno sottoposte singolarmente al Consiglio di corso di studio, il quale valuterà i motivi della richiesta e la sua ammissibilità.

Art. 3 Piani di studio individuali

È prevista la possibilità di presentazione di piani di studio individuali entro i termini resi noti tramite il Portale di Ateneo.

Il Consiglio di corso di studio valuta i piani di studio individuali 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 studio ufficiale.

Art. 4 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 in merito saranno rese note annualmente sul Portale di Ateneo.

Art. 5 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.

Art. 6 Percorso flessibile

Lo studente può optare per il percorso flessibile che consente di completare il corso di studio in un tempo superiore o inferiore alla durata normale secondo le modalità definite nel Regolamento Didattico di Ateneo.

Le attività formative previste dal percorso di studio, in caso di necessaria disattivazione, potranno essere sostituite, per garantire la qualità e la sostenibilità dell'offerta didattica.

Il percorso flessibile non è consentito agli studenti che partecipano ai programmi di doppio diploma attivi sul corso di studio.

Art. 7 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. 8 Attività formative autonomamente scelte dallo studente

Lo studente può indicare come attività formative autonomamente scelte dallo studente una o più attività formative tra quelle che il Consiglio di corso di studio individua annualmente e rende note 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. 9 Criteri di riconoscimento dei crediti acquisiti in Corsi di studio della stessa classe

I crediti formativi universitari acquisiti sono riconosciuti per non meno della metà e fino a concorrenza dei crediti dello stesso settore scientifico disciplinare 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.

Il riconoscimento è relativo ad insegnamenti impartiti o alle attività formative svolte in lingua inglese.

Art. 10 Criteri di riconoscimento dei crediti acquisiti in Corsi di studio di diversa classe, presso università telematiche e in Università estere

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.

Il riconoscimento è relativo ad insegnamenti impartiti o alle attività formative svolte in lingua inglese.

Art. 11 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. 12 Tirocinio finalizzato alla preparazione della prova finale o collegato ad un progetto formativo

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 dell'Unione Europea, lo svolgimento di un tirocinio finalizzato alla preparazione della tesi di laurea o comunque collegato ad un progetto formativo mirato ad affinare il suo processo di apprendimento e formazione.

Tali esperienze formative della durata massima di 12 mesi, che dovranno concludersi entro la data del conseguimento del titolo di studio, potranno essere svolte prevedendo l'attribuzione di crediti formativi:

- nell'ambito di quelli attribuiti alla prova finale;
- per attività a scelta dello studente configurabili anche come tirocinio;
- nell'impossibilità di scegliere una delle due opzioni precedenti, per attività aggiuntive i cui crediti risultino oltre il numero previsto per il conseguimento del titolo di studio.

Art. 13 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 ed in possesso da un minimo di 50 ad un massimo di 80 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 di permessi retribuiti dall'azienda stessa, a fronte di attività accademiche svolte dallo studente.

Art. 14 Modalità di svolgimento della prova finale

- **Caratteristiche della Prova finale**

La prova finale per il conseguimento della laurea magistrale consiste nella redazione e nella discussione pubblica di una tesi scritta ed elaborata in modo originale dallo studente su un argomento coerente con gli obiettivi del corso di studio, sotto la guida di un relatore.

La dissertazione deve dimostrare la padronanza degli argomenti, capacità critica, l'attitudine a operare in modo autonomo e una capacità di comunicazione di buon livello.

- **Modalità di svolgimento della prova finale**

La prova finale per il conseguimento della laurea magistrale in Business Administration and Sustainability consiste nella preparazione di una tesi, sviluppata dal candidato sotto la supervisione di un docente relatore, e della sua successiva discussione pubblica. La dissertazione dovrà dimostrare capacità di critica e contenere elementi di originalità.

La prova finale può essere collegata a un progetto o a una attività di tirocinio.

Sia la redazione che la discussione dovranno tenersi in lingua inglese. La prova finale può parimenti essere collegata a un progetto di preparazione della prova finale all'estero o ad una attività di tirocinio presso una impresa con sede in Italia o all'estero. Nell'ambito di questa attività lo studente, sulla base di un progetto condiviso con il relatore e con il sostegno di un tutor esterno, effettua in forma autonoma raccolte di dati, indagini, attività di ricerca e/o attività pratiche che gli permettono di acquisire conoscenze, competenze e professionalità utili a predisporre l'elaborato finale.

Lo studente mediante la redazione dell'elaborato finale e della successiva discussione deve dimostrare di essere in grado di approfondire in autonomia un argomento inerente i temi trattati nel corso di studio,

anche tramite riferimenti interdisciplinari e di essere in grado di esporre, con capacità critica, i risultati conclusivi delle proprie argomentazioni.

Il Consiglio di Corso può prevedere l'attribuzione di punteggi bonus che saranno resi noti tramite il sito del corso di studio. Il voto finale è espresso su base 110, la lode può essere assegnata solo a decisione unanime della Commissione di laurea.

Art. 15 Coerenza fra i crediti assegnati alle singole attività formative e gli specifici obiettivi formativi programmati

La Commissione Paritetica docenti-studenti in data 24 ottobre 2022 ha espresso parere favorevole ai sensi dell'articolo 12 comma 3 del DM 270/04.



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Anno Accademico 2023/2024
Scuola Economia, Management e Statistica
Classe LM-77-SCIENZE ECONOMICO-AZIENDALI
Corso 5944-BUSINESS ADMINISTRATION AND SUSTAINABILITY
BUSINESS ADMINISTRATION (C62)

Primo Anno di Corso

Gruppo: Compulsory Learning Activities

TAF: Ambito:

Cfu min: Cfu max:

Note:

Attività formativa	TIP	SSD	TAF	CFU	ORE F/E/L/N	FREQ.	VER.
5944 C62 000 B2813 - 1 - BEHAVIORAL ECONOMICS FOR SUSTAINABLE SYSTEMS		SECS-P/01		6	30/0/0/0	No	Voto
Ambito: 163 - Economico			B				
Obiettivi: This course is intended to allow students to become familiar with the literature in behavioral economics and decision making. The course has two facets: first it will uncover the inner workings of human biases and judgment and the students will gain insights into how inherent bias or poorly structured information can affect business decisions. Second, it will discuss how the adoption of a behavioral economics approach will support managers and decision makers to cope both with economic sustainability of businesses and environmental and social sustainability.							
Obiettivi inglese: This course is intended to allow students to become familiar with the literature in behavioral economics and decision making. The course has two facets: first it will uncover the inner workings of human biases and judgment and the students will gain insights into how inherent bias or poorly structured information can affect business decisions. Second, it will discuss how the adoption of a behavioral economics approach will support managers and decision makers to cope both with economic sustainability of businesses and environmental and social sustainability.							
5944 C62 000 98757 - 1 - DATA ANALYSIS FOR MANAGERIAL DECISION MAKING (I.C.)				12			Voto
Modulo integrato: B1894 - ECONOMETRICS FOR MANAGEMENT		SECS-P/05		6	30/0/0/0	No	
Ambito: 1144 - Attivita' formative affini o integrative			C				
Obiettivi: The course aims to provide students with a theoretical and practical knowledge of methods for conducting empirical research on panel data. Nowadays, panel data form the basis of much applied work in economics and management. The course is therefore designed to help students critically understand empirical articles and conduct their own empirical research. During the practical sessions, data samples and econometric software will be used to estimate models. This approach facilitates an understanding of the theoretical aspects of panel data and class discussion on the interpretation of the results obtained.							
Obiettivi inglese: The course aims to provide students with a theoretical and practical knowledge of methods for conducting empirical research on panel data. Nowadays, panel data form the basis of much applied work in economics and management. The course is therefore designed to help students critically understand empirical articles and conduct their own empirical research. During the practical sessions, data samples and econometric software will be used to estimate models. This approach facilitates an understanding of the theoretical aspects of panel data and class discussion on the interpretation of the results obtained.							

Modulo integrato: 40720 - DATA MINING	SECS-S/03	6	30/0/0/0	No
Ambito: 260 - Statistico-matematico	B			
Obiettivi: This course will present statistical methods that have proven to be of value in the field of knowledge discovery in business databases, with special attention to techniques that help managers to make intelligent use of data repositories by recognizing patterns and making predictions.				
In particular, this course enables the student:				
<ul style="list-style-type: none"> - to correctly plan a data mining process - to choose the best suited methodology for the problem at hand - to critically interpret the results 				
Obiettivi inglese: This course will present statistical methods that have proven to be of value in the field of knowledge discovery in business databases, with special attention to techniques that help managers to make intelligent use of data repositories by recognizing patterns and making predictions.				
In particular, this course enables the student:				
<ul style="list-style-type: none"> - to correctly plan a data mining process - to choose the best suited methodology for the problem at hand - to critically interpret the results 				

5944 C62 000 98758 - 1 - INTERNATIONAL FINANCE AND LABOUR REGULATIONS (I.C.)		12		Voto
Modulo integrato: 25752 - INTERNATIONAL FINANCE	SECS-P/01	6	30/0/0/0	No
Ambito: 163 - Economico	B			
Obiettivi: The goal of the course consists in providing students with all the knowledge to interpret the dynamics of exchange rates as well as the constraints imposed by international financial markets on domestic monetary and fiscal policies.				
After taking this course each student will be able to:				
<ul style="list-style-type: none"> - interpret the dynamics of capital flows in modern economies; - study global imbalances caused by Balance of Payments fluctuations; - interpret major global economic shock and figuring out the best policy mix needed to cope with it. 				
Obiettivi inglese: The goal of the course consists in providing students with all the knowledge to interpret the dynamics of exchange rates as well as the constraints imposed by international financial markets on domestic monetary and fiscal policies.				
After taking this course each student will be able to:				
<ul style="list-style-type: none"> - interpret the dynamics of capital flows in modern economies; - study global imbalances caused by Balance of Payments fluctuations; - interpret major global economic shock and figuring out the best policy mix needed to cope with it. 				

Modulo integrato: 98759 - LABOUR REGULATION IN THE GLOBAL ECONOMY	IUS/07	6	30/0/0/0	No
Ambito: 196 - Giuridico	B			
Obiettivi: The aim of this course is to understand the impact of the global economy on the world of work and the nature of the regulatory challenges it presents. The unit will examine the role played by labour law in securing fair and just working conditions and effective labour market regulation by comparing various regulatory models from different national legal systems.				
At the end of the course students will be expected to:				
<ul style="list-style-type: none"> -identify and attain an advanced understanding of the challenges facing the regulation of work in the global economy; -Identify the principal legal standards in employment regulation worldwide and the international and national sources of them; -understand the main socio-economic implications of labour regulation 				
Obiettivi inglese: The aim of this course is to understand the impact of the global economy on the world of work and the nature of the regulatory challenges it presents. The unit will examine the role played by labour law in securing fair and just working conditions and effective labour market regulation by comparing various regulatory models from different national legal systems.				
At the end of the course students will be expected to:				
<ul style="list-style-type: none"> -identify and attain an advanced understanding of the challenges facing the regulation of work in the global economy; -Identify the principal legal standards in employment regulation worldwide and the international and national sources of them; 				

-understand the main socio-economic implications of labour regulation

5944 C62 000 B2811 - 1 - MANAGERIAL DECISION MAKING	SECS-P/08	9	60/0/0/0	No	Voto
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Ambito: 008 - Aziendale

B

Obiettivi: This course aims to provide students with an understanding of management based on how people make decisions. Students will gain a basic understanding of how people make decisions and the decision-making processes that result in the behaviors of firms. By the end of the course, the student will develop a critical understanding of the role that management plays in fostering the achievement of organizational goals. At the end of this course, students should be able to:

- 1.Acquire knowledge of key principles of management and be able to apply this knowledge to the practice critically
- 2.Understand and apply a selected management topic to a real organizational setting
- 3.Understand how customers and their characteristics may affect the design of products and brand-related strategies
- 4.Understand how to guide consumers' decision-making processes

Obiettivi inglese: This course aims to provide students with an understanding of management based on how people make decisions. Students will gain a basic understanding of how people make decisions and the decision-making processes that result in the behaviors of firms. By the end of the course, the student will develop a critical understanding of the role that management plays in fostering the achievement of organizational goals.

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5944 C62 000 36258 - 1 - PEOPLE MANAGEMENT	SECS-P/10	6	30/0/0/0	No	Voto
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Ambito: 008 - Aziendale

B

Obiettivi: At the end of the course, the student is able to:

- Identify the main factors shaping individual motivation at work
- Analyze the factors that favor innovation and collaboration in groups
- Analyze leadership styles that facilitate the achievement of organizational and personal goals and aspirations
- Understand the tools needed to promote an agile work organization

Obiettivi inglese: At the end of the course, the student is able to:

- Identify the main factors shaping individual motivation at work
- Analyze the factors that favor innovation and collaboration in groups
- Analyze leadership styles that facilitate the achievement of organizational and personal goals and aspirations
- Understand the tools needed to promote an agile work organization

5944 C62 000 85263 - 1 - STRATEGIC COST MANAGEMENT	SECS-P/07	9	60/0/0/0	No	Voto
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Ambito: 008 - Aziendale

B

Obiettivi: The goal of this course is to provide students with a comprehensive understanding of cost as a firm's competitive key success factor and a relevant source for sustainable value creation. Specifically, this course will provide students with the frameworks and techniques for: - comprehend value drivers drivers of business financial performance; analyze firm's cost; identify business cost drivers; - improve cost performance and to contain and reduce cost inefficiency; - use cost models for design and improve a company business model performance.

Obiettivi inglese: The goal of this course is to provide students with a comprehensive understanding of cost as a firm's competitive key success factor and a relevant source for sustainable value creation. Specifically, this course will provide students with the frameworks and techniques for: - comprehend value drivers drivers of business financial performance; analyze firm's cost; identify business cost drivers; - improve cost performance and to contain and reduce cost inefficiency; - use cost models for design and improve a company business model performance.

5944 C62 000 B2812 - 1 - VALUATION, MERGER AND ACQUISITIONS

SECS-P/09

9

60/0/0/0

No

Voto

Ambito: 008 - Aziendale

B

Obiettivi: This course is structured in two parts. The first part of the course is dedicated to the nature of the variables determining the enterprise value and how they can be maximized. At the end of the course, the student will be able to: - use the main corporate valuation methods, such as discounted cash flow and relative valuation, along with the estimation practices for computing their inputs; - critically apply these methods as research evidence recommending specific valuation procedures depending on different corporate operations. In the second part, students are introduced to extraordinary finance operations, i.e., Mergers and Acquisitions (M&As). This part is designed to introduce students to the financial and contractual aspects that characterize extraordinary finance operations and their application. At the end of the course, students will be able to analyse the main corporate control transactions, such as mergers and acquisitions, spin-offs, carve-outs, leveraged buyouts and turnaround operations, in the light of the value creation to shareholders principle

Obiettivi inglese: This course is structured in two parts. The first part of the course is dedicated to the nature of the variables determining the enterprise value and how they can be maximized. At the end of the course, the student will be able to: - use the main corporate valuation methods, such as discounted cash flow and relative valuation, along with the estimation practices for computing their inputs; - critically apply these methods as research evidence recommending specific valuation procedures depending on different corporate operations. In the second part, students are introduced to extraordinary finance operations, i.e., Mergers and Acquisitions (M&As). This part is designed to introduce students to the financial and contractual aspects that characterize extraordinary finance operations and their application. At the end of the course, students will be able to analyse the main corporate control transactions, such as mergers and acquisitions, spin-offs, carve-outs, leveraged buyouts and turnaround operations, in the light of the value creation to shareholders principle

Secondo Anno di Corso

Gruppo: Compulsory Learning Activities

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

Note:

Attività formativa	TIP	SSD	TAF	CFU	ORE F/E/L/N	FREQ.	VER.
5944 C62 000 B2814 - 2 - BUSINESS IN ACTION		SECS-P/08		9	60/0/0/0	No	Voto

Ambito: 1144 - Attività formative affini o integrative

C

Obiettivi: The aim of the course is to develop the ability to understand, define and plan firms' competitive strategies in competitive environments, as well as to develop the ability to implement them.

The course is based on the use of business game simulations as a vehicle for learning-by-doing. The experience with the business game allows students to apply under real market conditions the theory they learned during previous classes and grants them to operate in a competitive environment with incomplete information and to learn over time by reviewing their decisions.

Students are called to work in teams to manage a company that operates in an established market and have the opportunity to invest in an emerging one.

Though the use of the simulations students are required to develop the business, justifying and reporting the decisions they make for their simulated firm.

The first part of the course will focus on marketing strategy and students will strengthen their knowledge on brand management, pricing strategies, segmentation, targeting and positioning analysis.

The second part of the course will focus on business strategy allowing students to overview of a firm and the different management functions (accounting, finance, HR, marketing, strategy and supply chain operations), learn how to define and implement a successful business strategy, and take effective decisions.

At the end of the course the student will be able to:

- understand strategic, marketing, sales, operation, and logistics choices;
- use Financial Statements to evaluate their firm's performance
- understand market research data and use them to implement a marketing decision
- take effective decisions able to create value for the company
- conduct market and competitor analysis
- work in team, managing a large amount of information with strict deadlines

Obiettivi inglese: The aim of the course is to develop the ability to understand, define and plan firms' competitive strategies in competitive environments, as well as to develop the ability to implement them.

The course is based on the use of business game simulations as a vehicle for learning-by-doing. The experience with the business game allows students to apply under real market conditions the theory they learned

during previous classes and grants them to operate in a competitive environment with incomplete information and to learn over time by reviewing their decisions.

Students are called to work in teams to manage a company that operates in an established market and have the opportunity to invest in an emerging one.

Though the use of the simulations students are required to develop the business, justifying and reporting the decisions they make for their simulated firm.

The first part of the course will focus on marketing strategy and students will strengthen their knowledge on brand management, pricing strategies, segmentation, targeting and positioning analysis. The second part of the course will focus on business strategy allowing students to overview of a firm and the different management functions (accounting, finance, HR, marketing, strategy and supply chain operations), learn how to define and implement a successful business strategy, and take effective decisions.

At the end of the course the student will be able to:

- understand strategic, marketing, sales, operation, and logistics choices;
- use Financial Statements to evaluate their firm's performance
- understand market research data and use them to implement a marketing decision
- take effective decisions able to create value for the company
- conduct market and competitor analysis
- work in team, managing a large amount of information with strict deadlines

5944 C62 000 98765 - 2 - BUSINESS PLANNING AND PERFORMANCE MANAGEMENT (I.C.)		9		Voto
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Modulo integrato: 23687 - BUSINESS PLANNING

SECS-P/08

3

30/0/0/0

No

C

Ambito: 1144 - Attivita' formative affini o integrative

Obiettivi: The aim of the course is to provide a critical understanding of the main issues related to conceptualizing, developing, writing, and assessing business plans in a corporate and start-up context. The course offers theoretical insights drawn from entrepreneurship, strategic management and innovation literature, and practical methods and techniques for effective business planning.

At the end of the course students will be able to:

- Understand the contents and functions of business plans;
- Structure and write a business plan;
- Analyze the industry, market, competition, define the value proposition, the supply chain configuration, and the marketing plan;
- Make judgments about the completeness and consistency of business plans;
- Present their own evaluation and analysis of business ideas, and pitch a business idea effectively.

Obiettivi inglese: The aim of the course is to provide a critical understanding of the main issues related to conceptualizing, developing, writing, and assessing business plans in a corporate and start-up context. The course offers theoretical insights drawn from entrepreneurship, strategic management and innovation literature, and practical methods and techniques for effective business planning.

At the end of the course students will be able to:

- Understand the contents and functions of business plans;
- Structure and write a business plan;
- Analyze the industry, market, competition, define the value proposition, the supply chain configuration, and the marketing plan;
- Make judgments about the completeness and consistency of business plans;
- Present their own evaluation and analysis of business ideas, and pitch a business idea effectively.

Modulo integrato: 75329 - PERFORMANCE MANAGEMENT SYSTEMS

SECS-P/07

6

30/0/0/0

No

C

Ambito: 1144 - Attivita' formative affini o integrative

Obiettivi: The goal of this course is to provide students with a relevant knowledge of frameworks and tools for understanding and improving business performance. Specifically, the students will learn how to:

- design a performance measurement system for supporting the management control task;
- develop a strategic control systems with an emphasis on the monitoring of business long term and competitive value drivers;
- implement a management system based on the use of performance indicators and factors.

Obiettivi inglese: The goal of this course is to provide students with a relevant knowledge of frameworks and tools for understanding and improving business performance. Specifically, the students will learn how to:

- design a performance measurement system for supporting the management control task;
- develop a strategic control systems with an emphasis on the monitoring of business long term and competitive value drivers;
- implement a management system based on the use of performance indicators and factors.

5944 C62 000 34515 - 2 - FINAL DISSERTATION		15	0/0/0/0	No	
Ambito: 1018 - Per la prova finale	E				
Obiettivi: Through the submission and discussion of the final dissertation, students will acquire in-depth knowledge of the specific subject connected to their master thesis, but also critical capacity, the ability to work independently and communication skills.					
Obiettivi inglese: Through the submission and discussion of the final dissertation, students will acquire in-depth knowledge of the specific subject connected to their master thesis, but also critical capacity, the ability to work independently and communication skills.					
5944 C62 000 75342 - 2 - JOB PLACEMENT SEMINAR		3	30/0/0/0	No	Giudizio
Ambito: 1147 - Altre conoscenze utili per l'inserimento nel mondo del lavoro	F				
Obiettivi: Students will learn how to effectively introduce themselves in a job interview and how to prepare a CV. By the end of the course students will be able to search for relevant information, analyze and practice of job-seeking skills, to use employer information base, and evaluate different job placement.					
Obiettivi inglese: Students will learn how to effectively introduce themselves in a job interview and how to prepare a CV. By the end of the course students will be able to search for relevant information, analyze and practice of job-seeking skills, to use employer information base, and evaluate different job placement.					
5944 C62 000 B2815 - 2 - PRIVATE EQUITY AND VENTURE CAPITAL	SECS-P/11	9	60/0/0/0	No	Voto

Ambito: 1144 - Attivita' formative affini o integrative	C				
Obiettivi: The purpose of this course is to analyze the steps of the evaluation process and value creation employed by private equity and venture capital investors in the investment proposals they receive, and subsequently in companies where they decide to invest. A special focus is reserved to the role that institutional investors such as venture capital funds have in assisting these companies during this process. At the end of this course students should be able to:					
1. Understand why venture capital and private equity investors are important and how are they structured					
2. Comprehend the different phases of the venture capital and private equity cycle, namely: fundraising, selection and evaluation, business and financial planning, negotiation, deal structure, monitoring and exit					
3. Analyze the different methods that these investors employ to evaluate investment opportunities					
4. Understand the difficult process of deal negotiation between the target company and the institutional investor					
5. Explore the different type of key securities and relative terms employed in venture capital and private equity transactions					
6. Construct and apply a comprehensive buyout model and perform a leveraged buy-out analysis for a specific company					
Obiettivi inglese: The purpose of this course is to analyze the steps of the evaluation process and value creation employed by private equity and venture capital investors in the investment proposals they receive, and subsequently in companies where they decide to invest. A special focus is reserved to the role that institutional investors such as venture capital funds have in assisting these companies during this process. At the end of this course students should be able to:					
1. Understand why venture capital and private equity investors are important and how are they structured					
2. Comprehend the different phases of the venture capital and private equity cycle, namely: fundraising, selection and evaluation, business and financial planning, negotiation, deal structure, monitoring and exit					
3. Analyze the different methods that these investors employ to evaluate investment opportunities					
4. Understand the difficult process of deal negotiation between the target company and the institutional investor					
5. Explore the different type of key securities and relative terms employed in venture capital and private equity transactions					
6. Construct and apply a comprehensive buyout model and perform a leveraged buy-out analysis for a specific company					

Gruppo: Elective activities**TAF: D Ambito: 1008 - A scelta dello studente**

Cfu min: 12 Cfu max: 12 Num. Esami: 1 Num. Idoneità: 0
 La Scuola garantisce che, ai fini del rispetto del limite massimo di 12 esami/5 idoneità i CFU a scelta saranno acquisibili con 1 esami e 0 idoneità

Note:

Attività formativa	TIP	SSD	TAF	CFU	ORE F/E/L/N	FREQ.	VER.
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Anno Accademico 2023/2024
Scuola Economia, Management e Statistica
Classe LM-77-SCIENZE ECONOMICO-AZIENDALI
Corso 5944-BUSINESS ADMINISTRATION AND SUSTAINABILITY
SUSTAINABLE FOOD SYSTEM MANAGEMENT (C63)

Primo Anno di Corso

Gruppo: Compulsory Learning Activities

TAF: Ambito:

Cfu min: Cfu max:

Note:

Attività formativa	TIP	SSD	TAF	CFU	ORE F/E/L/N	FREQ.	VER.
5944 C63 000 32244 - 1 - CORPORATE VALUATION		SECS-P/09		6	30/0/0/0	No	Voto
<p>Ambito: 008 - Aziendale</p> <p>Obiettivi: The class investigates the nature of the variables determining the enterprise value and how they can be maximized. At the end of the course, the student will be able to: - use the main corporate valuation methods, such as discounted cash flow and relative valuation, along with the estimation practices for computing their inputs; - critically apply these methods, as research evidence recommending specific valuation procedures depending on different corporate operations.</p> <p>Obiettivi inglese: The class investigates the nature of the variables determining the enterprise value and how they can be maximized. At the end of the course, the student will be able to: - use the main corporate valuation methods, such as discounted cash flow and relative valuation, along with the estimation practices for computing their inputs; - critically apply these methods, as research evidence recommending specific valuation procedures depending on different corporate operations.</p>							
5944 C63 000 98757 - 0 - DATA ANALYSIS FOR MANAGERIAL DECISION MAKING (I.C.)				12			Voto
Modulo integrato: B1894 - ECONOMETRICS FOR MANAGEMENT		SECS-P/05		6	30/0/0/0	No	
<p>Ambito: 1144 - Attivita' formative affini o integrative</p> <p>Obiettivi: The course aims to provide students with a theoretical and practical knowledge of methods for conducting empirical research on panel data. Nowadays, panel data form the basis of much applied work in economics and management. The course is therefore designed to help students critically understand empirical articles and conduct their own empirical research. During the practical sessions, data samples and econometric software will be used to estimate models. This approach facilitates an understanding of the theoretical aspects of panel data and class discussion on the interpretation of the results obtained.</p> <p>Obiettivi inglese: The course aims to provide students with a theoretical and practical knowledge of methods for conducting empirical research on panel data. Nowadays, panel data form the basis of much applied work in economics and management. The course is therefore designed to help students critically understand empirical articles and conduct their own empirical research. During the practical sessions, data samples and econometric software will be used to estimate models. This approach facilitates an understanding of the theoretical aspects of panel data and class discussion on the interpretation of the results obtained.</p>							

Modulo integrato: 40720 - DATA MINING

SECS-S/03

6

30/0/0/0

No

Ambito: 260 - Statistico-matematico

B

Obiettivi: This course will present statistical methods that have proven to be of value in the field of knowledge discovery in business databases, with special attention to techniques that help managers to make intelligent use of data repositories by recognizing patterns and making predictions.

In particular, this course enables the student:

- to correctly plan a data mining process
- to choose the best suited methodology for the problem at hand
- to critically interpret the results

Obiettivi inglese: This course will present statistical methods that have proven to be of value in the field of knowledge discovery in business databases, with special attention to techniques that help managers to make intelligent use of data repositories by recognizing patterns and making predictions.

In particular, this course enables the student:

- to correctly plan a data mining process
- to choose the best suited methodology for the problem at hand
- to critically interpret the results

5944 C63 000 B1898 - 1 - ENVIRONMENTAL ECONOMICS AND SUSTAINABILITY

SECS-P/01

6

30/0/0/0

No

Voto

Ambito: 163 - Economico

B

Obiettivi: The course is centered around the relationship between economic activity and the environment, with particular attention to climate change, sustainability and preservation of natural resources. It will analyze such a relationship through the lens of economics' analytical tools, including, economic modeling, empirical observation, game theory, and behavioral economics. Students will be able to understand the threats to sustainability that emerge as a consequence of economic incentives, and they will learn the policy tools that can be adopted to achieve a sustainable economic system.

Obiettivi inglese: The course is centered around the relationship between economic activity and the environment, with particular attention to climate change, sustainability and preservation of natural resources. It will analyze such a relationship through the lens of economics' analytical tools, including, economic modeling, empirical observation, game theory, and behavioral economics. Students will be able to understand the threats to sustainability that emerge as a consequence of economic incentives, and they will learn the policy tools that can be adopted to achieve a sustainable economic system.

5944 C63 000 98768 - 1 - FOOD ECONOMICS LAB

AGR/01

3

30/0/0/0

No

Voto

Ambito: 1144 - Attivita' formative affini o integrative

C

Obiettivi: The overall aim of the course is to provide students with a wide knowledge of the complexity of a modern food system, and of the main changes in its structure. Furthermore the course provides the tools for understanding the functioning of food markets and the transmission of phenomena along the supply chain, given the peculiar characteristics of agri-food supply and final consumption. The course enhances theoretical and operational understanding on food system management by integrating micro and macro economics, behavioral economics, circular economics and food sciences.

At the end of the integrated course the student:

- understands the main and most important theoretical concepts and issues to analyse the food markets;
- is able to use tools and methodologies to managing food systems both in developed and in developing countries;
- has an in-depth knowledge on the food systems and of the related sustainability performances;
- is able to identify and plan managerial solutions to improve the competitiveness and sustainability of the food systems.

Obiettivi inglese: The overall aim of the course is to provide students with a wide knowledge of the complexity of a modern food system, and of the main changes in its structure. Furthermore the course provides the tools for understanding the functioning of food markets and the transmission of phenomena along the supply chain, given the peculiar characteristics of agri-food supply and final consumption. The course enhances theoretical and operational understanding on food system management by integrating micro and macro economics, behavioral economics, circular economics and food sciences.

At the end of the integrated course the student:

- understands the main and most important theoretical concepts and issues to analyse the food markets;
- is able to use tools and methodologies to managing food systems both in developed and in developing countries;
- has an in-depth knowledge on the food systems and of the related sustainability performances;
- is able to identify and plan managerial solutions to improve the competitiveness and sustainability of the food systems.

5944 C63 000 98758 - 1 - INTERNATIONAL FINANCE AND LABOUR REGULATIONS (I.C.)		12		Voto
Modulo integrato: 25752 - INTERNATIONAL FINANCE	SECS-P/01	6	30/0/0/0	No
Ambito: 163 - Economico			B	
Obiettivi: The goal of the course consists in providing students with all the knowledge to interpret the dynamics of exchange rates as well as the constraints imposed by international financial markets on domestic monetary and fiscal policies.				
After taking this course each student will be able to:				
- interpret the dynamics of capital flows in modern economies;				
- study global imbalances caused by Balance of Payments fluctuations;				
- interpret major global economic shock and figuring out the best policy mix needed to cope with it.				
Obiettivi inglese: The goal of the course consists in providing students with all the knowledge to interpret the dynamics of exchange rates as well as the constraints imposed by international financial markets on domestic monetary and fiscal policies.				
After taking this course each student will be able to:				
- interpret the dynamics of capital flows in modern economies;				
- study global imbalances caused by Balance of Payments fluctuations;				
- interpret major global economic shock and figuring out the best policy mix needed to cope with it.				
Modulo integrato: 98759 - LABOUR REGULATION IN THE GLOBAL ECONOMY	IUS/07	6	30/0/0/0	No
Ambito: 196 - Giuridico			B	
Obiettivi: The aim of this course is to understand the impact of the global economy on the world of work and the nature of the regulatory challenges it presents. The unit will examine the role played by labour law in securing fair and just working conditions and effective labour market regulation by comparing various regulatory models from different national legal systems.				
At the end of the course students will be expected to:				
-identify and attain an advanced understanding of the challenges facing the regulation of work in the global economy;				
-Identify the principal legal standards in employment regulation worldwide and the international and national sources of them;				
-understand the main socio-economic implications of labour regulation				
Obiettivi inglese: The aim of this course is to understand the impact of the global economy on the world of work and the nature of the regulatory challenges it presents. The unit will examine the role played by labour law in securing fair and just working conditions and effective labour market regulation by comparing various regulatory models from different national legal systems.				
At the end of the course students will be expected to:				
-identify and attain an advanced understanding of the challenges facing the regulation of work in the global economy;				
-Identify the principal legal standards in employment regulation worldwide and the international and national sources of them;				
-understand the main socio-economic implications of labour regulation				
5944 C63 000 B2811 - 1 - MANAGERIAL DECISION MAKING	SECS-P/08	9	60/0/0/0	No Voto
Ambito: 008 - Aziendale			B	
Obiettivi: This course aims to provide students with an understanding of management based on how people make decisions. Students will gain a basic understanding of how people make decisions and the decision-making processes that result in the behaviors of firms. By the end of the course, the student will develop a critical understanding of the role that management plays in fostering the achievement of organizational goals.				
At the end of this course, students should be able to:				
1.Acquire knowledge of key principles of management and be able to apply this knowledge to the practice critically				
2.Understand and apply a selected management topic to a real organizational setting				
3.Understand how customers and their characteristics may affect the design of products and brand-related strategies				
4.Understand how to guide consumers' decision-making processes				
Obiettivi inglese: This course aims to provide students with an understanding of management based on how people make decisions. Students will gain a basic understanding of how people make decisions and the decision-making processes that result in the behaviors of firms. By the end of the course, the student will develop a critical understanding of the role that management plays in fostering the achievement of organizational goals.				
At the end of this course, students should be able to:				
1.Acquire knowledge of key principles of management and be able to apply this knowledge to the practice critically				
2.Understand and apply a selected management topic to a real organizational setting				

3. Understand how customers and their characteristics may affect the design of products and brand-related strategies
 4. Understand how to guide consumers' decision-making processes

5944 C63 000 36258 - 1 - PEOPLE MANAGEMENT	SECS-P/10	6	30/0/0/0	No	Voto
Ambito: 008 - Aziendale	B				
Obiettivi: At the end of the course, the student is able to:					
- Identify the main factors shaping individual motivation at work					
- Analyze the factors that favor innovation and collaboration in groups					
- Analyze leadership styles that facilitate the achievement of organizational and personal goals and aspirations					
- Understand the tools needed to promote an agile work organization					
Obiettivi inglese: At the end of the course, the student is able to:					
- Identify the main factors shaping individual motivation at work					
- Analyze the factors that favor innovation and collaboration in groups					
- Analyze leadership styles that facilitate the achievement of organizational and personal goals and aspirations					
- Understand the tools needed to promote an agile work organization					

5944 C63 000 85263 - 1 - STRATEGIC COST MANAGEMENT	SECS-P/07	9	60/0/0/0	No	Voto
Ambito: 008 - Aziendale	B				
Obiettivi: The goal of this course is to provide students with a comprehensive understanding of cost as a firm's competitive key success factor and a relevant source for sustainable value creation. Specifically, this course will provide students with the frameworks and techniques for: - comprehend value drivers drivers of business financial performance; analyze firm's cost; identify business cost drivers; - improve cost performance and to contain and reduce cost inefficiency; - use cost models for design and improve a company business model performance.					
Obiettivi inglese: The goal of this course is to provide students with a comprehensive understanding of cost as a firm's competitive key success factor and a relevant source for sustainable value creation. Specifically, this course will provide students with the frameworks and techniques for: - comprehend value drivers drivers of business financial performance; analyze firm's cost; identify business cost drivers; - improve cost performance and to contain and reduce cost inefficiency; - use cost models for design and improve a company business model performance.					

Secondo Anno di Corso

Gruppo: Compulsory Learning Activities

TAF: Ambito:

Cfu min: Cfu max:

Note:

Attività formativa	TIP	SSD	TAF	CFU	ORE F/E/L/N	FREQ.	VER.
5944 C63 000 34515 - 2 - FINAL DISSERTATION				15	0/0/0/0	No	Voto
Ambito: 1018 - Per la prova finale	E						
Obiettivi: Through the submission and discussion of the final dissertation, students will acquire in-depth knowledge of the specific subject connected to their master thesis, but also critical capacity, the ability to work independently and communication skills.							
Obiettivi inglese: Through the submission and discussion of the final dissertation, students will acquire in-depth knowledge of the specific subject connected to their master thesis, but also critical capacity, the ability to work independently and communication skills.							

5944 C63 000 B2832 - 2 - FOOD SUPPLY CHAIN MANAGEMENT AND SUSTAINABILITY

AGR/01

9

60/0/0/0

No

Voto

Ambito: 1144 - Attivita' formative affini o integrative

C

Obiettivi: The aim of the course is to provide the students an understanding of how a food supply chain is structured, operates, performs, and is managed to increase its competitiveness and sustainability. It also integrates theoretical and operational understanding on environmental economics, and on economics of environmental policy. At the end of the course the students are able to: - understand the main concepts and theoretical approaches defining the value chains and supply chains' structures, strategies, and dynamics; - approach the basic features of the main supply chain management tools and indicators; - understand the role of the main factors influencing the food supply chain management and its sustainability, in particular: - analyze challenges and opportunities driven by green economy concepts; - evaluate the economic implications that sustainability implies for the food supply chains management; - design and develop strategies for competitive and eco-friendly activities involved in the food supply chain; - design, implement and manage research and development projects and eco-management schemes based on sustainable criteria- develop capacity to design and manage sustainable development strategies and activities – use eco-management tools.

Obiettivi inglese: The aim of the course is to provide the students an understanding of how a food supply chain is structured, operates, performs, and is managed to increase its competitiveness and sustainability. It also integrates theoretical and operational understanding on environmental economics, and on economics of environmental policy. At the end of the course the students are able to: - understand the main concepts and theoretical approaches defining the value chains and supply chains' structures, strategies, and dynamics; - approach the basic features of the main supply chain management tools and indicators; - understand the role of the main factors influencing the food supply chain management and its sustainability, in particular: - analyze challenges and opportunities driven by green economy concepts; - evaluate the economic implications that sustainability implies for the food supply chains management; - design and develop strategies for competitive and eco-friendly activities involved in the food supply chain; - design, implement and manage research and development projects and eco-management schemes based on sustainable criteria- develop capacity to design and manage sustainable development strategies and activities – use eco-management tools.

5944 C63 000 B2833 - 2 - INTERNATIONAL AGRIFOOD MARKETING AND QUALITY MANAGEMENT

AGR/01

9

60/0/0/0

No

Voto

Ambito: 1144 - Attivita' formative affini o integrative

C

Obiettivi: The course aims to provide students with a comprehensive understanding of the main economic and strategic issues concerning the global food markets, with a specific focus on principles of consumer behaviour and marketing, as well as both economic and strategic issues related to food safety and food quality in international food markets.

On successful completion of the course students will be able to:

1. identify the key drivers and trends associated with food consumption behavior, food product development, pricing and distribution;
2. gather and elaborate the relevant information needed to carry out marketing research on agri-food products;
3. draft a preliminary marketing plan for the launch of a food product in a foreign market.
4. understand the role of information and strategic commitment in agri-food markets;
5. identify the main factors affecting consumer perception of food safety risk and food product quality;
6. evaluate alternative industry strategies and implement appropriate actions to sustain or enhance product quality and reputation.

Students will also enhance their skills in (i) data collection and processing in the agri-food system, (ii) team working (iii) case study presentations and critical analysis.

Obiettivi inglese: The course aims to provide students with a comprehensive understanding of the main economic and strategic issues concerning the global food markets, with a specific focus on principles of consumer behaviour and marketing, as well as both economic and strategic issues related to food safety and food quality in international food markets.

On successful completion of the course students will be able to:

1. identify the key drivers and trends associated with food consumption behavior, food product development, pricing and distribution;
2. gather and elaborate the relevant information needed to carry out marketing research on agri-food products;
3. draft a preliminary marketing plan for the launch of a food product in a foreign market.
4. understand the role of information and strategic commitment in agri-food markets;
5. identify the main factors affecting consumer perception of food safety risk and food product quality;
6. evaluate alternative industry strategies and implement appropriate actions to sustain or enhance product quality and reputation.

Students will also enhance their skills in (i) data collection and processing in the agri-food system, (ii) team working (iii) case study presentations and critical analysis.

5944 C63 000 75342 - 2 - JOB PLACEMENT SEMINAR		3	30/0/0/0	No	Giudizio
Ambito: 1147 - Altre conoscenze utili per l'inserimento nel mondo del lavoro	F				
Obiettivi: Students will learn how to effectively introduce themselves in a job interview and how to prepare a CV. By the end of the course students will be able to search for relevant information, analyze and practice of job-seeking skills, to use employer information base, and evaluate different job placement.					
Obiettivi inglese: Students will learn how to effectively introduce themselves in a job interview and how to prepare a CV. By the end of the course students will be able to search for relevant information, analyze and practice of job-seeking skills, to use employer information base, and evaluate different job placement.					

5944 C63 000 B2831 - 2 - POLICIES FOR SUSTAINABLE FOOD SYSTEM	AGR/01	9	60/0/0/0	No	Voto
Ambito: 1144 - Attivita' formative affini o integrative	C				
Obiettivi: After successful completion of this course students are expected to be able to: -understand local and global policy challenges characterizing the agro-food sector; -identify community problems and needs; -identify the different stakeholders operating the food and farming sectors; -analyze the policy formation and implementation processes, and evaluate costs and benefits of sustainable food and agricultural policies; -determine with a team, and in communication with a commissioner, the goals of a project and formulate an interdisciplinary project plan; execute the project plan effectively; -outline sustainable food and farming policy options, the implications of these policies for institutions, and their potential impacts on the food system; -bring together and present field research plans and conclusions to the commissioner and to peers in a coherent manner, defend views and conclusions in a professional manner; -implement and experience reflective and team learning.					
Obiettivi inglese: After successful completion of this course students are expected to be able to: -understand local and global policy challenges characterizing the agro-food sector; -identify community problems and needs; -identify the different stakeholders operating the food and farming sectors; -analyze the policy formation and implementation processes, and evaluate costs and benefits of sustainable food and agricultural policies; -determine with a team, and in communication with a commissioner, the goals of a project and formulate an interdisciplinary project plan; execute the project plan effectively; -outline sustainable food and farming policy options, the implications of these policies for institutions, and their potential impacts on the food system; -bring together and present field research plans and conclusions to the commissioner and to peers in a coherent manner, defend views and conclusions in a professional manner; -implement and experience reflective and team learning.					

Gruppo: Elective activities**TAF: D Ambito: 1008 - A scelta dello studente****Cfu min: 12 Cfu max: 12**

Num. Esami: 1 Num. Idoneità: 0

La Scuola garantisce che, ai fini del rispetto del limite massimo di 12 esami/5 idoneità i CFU a scelta saranno acquisibili con 1 esami e 0 idoneità

Note:

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