



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

# INTERNATIONAL MANAGEMENT

A.Y. 2024/25

SECOND CYCLE DEGREE/TWO YEAR MASTER IN  
BUSINESS ADMINISTRATION

## Our society is changing.

It is faster, more connected, technologically advanced and, hopefully, increasingly aware of its environment.

New needs and values are here to **reshape our collective future**. Undoubtedly, this transformation will bring a fair share of challenges also to the business world.

The future cohort of managers and business leaders will have the unique opportunity to reimagine their role and impact on society. To be able to manage the uncertainty that awaits them successfully, it is crucial to invest in an **excellent education**.

Welcome at

**Alma Mater Studiorum - Università di Bologna**



WELCOME



16

Editions

45

Nationalities

770

Alumni

120

ECTS

93%

Placement



Second cycle  
degree/Two  
year Master



Department  
of Management  
DISA



LM-77  
Management



English  
language



Bologna  
Italy



Restricted  
Access



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**International Management** is a two-years Master's Degree offered by the prestigious University of Bologna, Italy.

Building up on a solid academic tradition, this future-oriented programme trains young professionals to assume **managerial positions** in **international and multicultural environments worldwide**.

Entirely taught in **English**, it seamlessly blends **theoretical knowledge** in core managerial fields with **hands-on activities** and **real-world business experiences**.

**Small classes** and constant interaction in a multicultural environment further contribute to developing **soft skills** and **interpersonal abilities** highly valued by today's world of work.

# PROGRAMME

# 1



# GABRIELE PIZZI

Academic Director  
INTERNATIONAL MANAGEMENT



*"The IM Master's Degree will prepare you for a managerial career by studying in a genuinely global environment. By joining a vibrant Alumni Community, you will be exposed to a mindset that will help you address the challenges posed by digital innovation in an increasingly interconnected world."*





## First Year

### 1. MANDATORY COURSES

#### Economics

- International Economics
- International Finance

#### Business Intelligence

#### International Business and Digital Law

#### International Strategic Accounting

- Financial Statement Analysis
- International Accounting

#### Customer Value Management

### 2. ONE OUT OF THE FOLLOWING

#### Cross-Cultural Management Laboratory

#### Project Management Laboratory

#### Sustainability Journeys

### 3. ELECTIVES

#### Internship

#### Management Consulting

#### Cross-Cultural management Laboratory

#### Sem. Managing Digital Transformation

#### Tools and Techniques for Business Development Lab

#### Supporting Managerial Decisions Through Machine

#### Learning: a Primer on Python

#### Sustainability Journey

#### Sem. The Future of Work: How Companies Really Work

#### and What they Search for in Job Candidates

# COURSE STRUCTURE

# 2





## Second Year

### 1. LEARNING ACTIVITIES

#### Corporate Finance

- Finance Laboratory
- International Corporate Governance
- Risk Management

#### Corporate Strategy

- Digital Transformation Strategies
- International Management
- Business Ethics

### 2. ONE BETWEEN TWO TRACKS

#### MARKETING MANAGEMENT

Corporate Marketing  
Brand Management

#### STRATEGY AND ENTREPRENEURSHIP

Entrepreneurship  
International Supply Chain Management

### 3. FINAL EXAMINATION

Final Examination

Internship for Preparation for the Final Examination  
Preparation for the Final Examination Abroad



[Explore the Course Structure Diagram](#)



***Studying at the University of Bologna is an attainable goal regardless of your financial situation.***

Tuition fees are determined based on the year of enrollment and follow a progressive structure aligned with your income.

#### **Study Grants and Subsidies**

Students may obtain economic support, exemptions for accommodation and reductions for student canteens granted by the Emilia-Romagna Region, the University of Bologna and others.

#### **Ad Honorem Loan**

The University of Bologna, in agreement with UniCredit S.p.A., gives Italian and international students the possibility to apply for the "Unicredit ad Honorem" loan.

#### **Student Collaboration**

The University offers students complying with particular conditions of income and merit the possibility to collaborate in various structures.

## FEES & SCHOLARSHIPS

# 3





# ELEONORA MANTOVANI

Principal at PROfounders, Venture Capital Firm, London

Alumna | INTERNATIONAL MANAGEMENT



*“International management is not just a course in which you learn notions, but it is above all a training experience that provides you with the tools for a focused approach to the world. It gives you open-mindedness, teaches you flexibility, management of interpersonal relationships, and the ability to manage time.”*



IM welcomes **highly motivated talents** from **different backgrounds**.

#### Curricular requirements

- A 1st cycle three-year degree in any class, a degree from a previous four-year degree system, or any other suitable qualification obtained abroad.
- Assessment of knowledge and language skills (certified English B2).

#### Restricted access

In the A.Y. 2024-25, there are **70 available places**: 40 designated for Italian, EU, and EU-equivalent citizens, and 30 positions allocated for non-EU citizens with residence abroad.

#### Assessment of personal competencies and skills

Admission is subject to the possession of the prescribed curricular requirements and the passing of a test to assess personal competencies and skills.

ADMISSIONS

4



[Call for Applications](#)

IM prepares graduates to **move to higher levels of their careers** and access a wide range of managerial positions across multiple industries and sectors or join prestigious **PhD programmes**.

OUR GRADUATES HAVE SUCCESSFULLY JOINED  
Google Max Mara LinkedIn Mind the Bridge  
Yoox Net-a-Porter Group Lamborghini IMA  
Salvatore Ferragamo Bain&Company Dell  
IBM China Investment Co. Duracell Tetra Pak  
Amazon Ferrari Zalando Calvin Klein PwC Italy

### MARKETING MANAGEMENT

The Marketing Management stream provides specific knowledge in the marketing of international companies.

### START-UPS & NEW BUSINESS

The Strategy & Entrepreneurship stream provides the knowledge to run an innovative business or launch a start-up.

### CONSULTANCY COMPANIES

Graduates may enter with a junior role as management analysts or management consultants.



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

# CAREERS

# 5



[Discover our Business Network](#)



Launched in 2019, the **Mentoship Program** gives every **International Management** student the opportunity to exchange advice, thoughts and concerns with an Alumnus. The mission of the program is to create a **community of professionals** and support IM students in their academic and professional decisions.

41

Mentors

33

Companies

9

Countries

MENTORSHIP  
PROGRAM

6



[Discover the Mentorship Program](#)







ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

The **Alma Mater Studiorum - Università di Bologna**, was founded in **1088** and is considered the first university in the Western world.

The University is **top-ranked in the most recognized international rankings** and **leading in EU for student mobility**. It offers innovative teaching and learning methods in all fields of knowledge, providing the highest-level training, rewarding merit, and constantly investing in helping young graduates to excel in the business world.

9

Centuries  
of History

5

Campuses  
Bologna, Forlì,  
Cesena, Rimini,  
Ravenna

2

Offices Abroad  
USA, Argentina

22

Top 100 Disciplines  
in the QS World University  
Rankings by Subject

12%

International  
Students

UNIVERSITY  
OF BOLOGNA

7



Bologna is a **cosmopolitan and multicultural** city **on a human scale**, at the heart of an area that, among vast plains, rolling hills, and sinuous valleys, is waiting to be discovered. Its **authentic spirit** is breathed in its porticoes, squares, and open markets where human relations and urban charm are inseparable.

Lying on the intersections between the country's main arteries that connect it to **Milan, Venice, Florence**, and **Rome**, Bologna is the capital of the Emilia-Romagna region home to world-renowned Italian excellence in **motorsports** (Motor Valley), **packaging, fashion & luxury, food & beverage, pharma and cosmetics**.

**Ferrari** Lamborghini **Ducati** Maserati **Dallara** Furla **Tetra Pack** G.D. **Davines** IMA  
Pagani **Max Mara** Marchesini **Borbonese** Yoox **Barilla** Alfasigma **Parmigiano Reggiano**

CITY &  
REGION





**DEGREE PROGRAMME COORDINATOR**

FEDERICO DANIEL DI PERSIO

**DEGREE PROGRAMME TUTOR**

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CONTACTS



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