

Guglielmo Marconi University is the first digital University in Italy, officially accredited by the Italian Ministry of University and Research (M.U.R). It is considered among the best institutions in the framework of e-learning, for its high-quality standards, for its solid relationship with the labour market and thanks to the cooperation in the framework of research and science with a series of important research centres and international institutions.

Masters and Advanced Professional Programs

Guglielmo Marconi University offers different study programs that are aimed at integrating knowledge and skills in different professional sectors and areas of interest, meeting undergraduate and postgraduate students' need to complete their educational path as well as to pursue their professional growth. All the activities provide a contribution to the promotion of the students' career improvement.

Our Partner

GETS German Engineering Technology Services is a provider of classical engineering services as well as REFA vocational training methodology based on a strong German consortium. Established in the MENA*-Region (Middle East & North Africa) for over 20 years. Expertise "Made in Germany" and close ties to Arab countries are combined into customized services to fit individual improvement needs of SME's and corporate groups.



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Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

Master in

Business Administration

English Language



In collaboration with



Director:
Prof. Alessandro Gennaro

Overview

The Master in Business Administration is specifically designed for high-achieving students who intend to move further along their career path, with a focus on developing their global career in strategic decision making thanks to in-depth knowledge of business theory and management practice. Studying key disciplines such as finance, management, economics, marketing, operations and strategy, students improve the knowledge and skills critical to business worldwide. Our Master program, specifically designed to meet the needs of modern international business, provides a combination of academic excellence and highly marketable skills offering three different concentrations.

Learning Objectives

At the end of the program, students will be able to:

- understand theories and concepts necessary to manage organizational performance and resource allocation;
- manage complex situations in businesses and other organizations based on knowledge of both the external and internal organizational context;
- develop long-term organizational vision and goals;
- develop strategies to meet organizational goals, based on effective allocation of financial resources;
- collect critically and use valuable information across different environments and settings;
- communicate effectively with various stakeholders.

Final Thesis

The final thesis of the Master's program, intended to assess the technical, scientific and professional preparation and competences of the student, requires the draft and defence of a final project work.

Module	SSD	Courses	ECTS
Core Course			
SECS-P/07		Accounting and Auditing	6
SECS-P/07		Managerial Accounting	6
SECS-P/09		Corporate Finance	6
SECS-P/01		International Business	6
SECS-P/08		Organizational Management	6
SECS-P/08		Business Communication	6
Choose one of the following concentrations:			
A - Finance Concentration			
SECS-P/07		Financial Accounting	6
SECS-P/11		Risk Management	6
B - Management Concentration			
SECS-P/08		Strategic Management	6
SECS-P/08		Production and Logistics Management	6
C - Law Concentration			
IUS/04		International Business Law	6
IUS/12		International Tax Planning for Business	6
Project Work and Final Thesis			12
			60

Outcomes and Professional Profile

Students will be capable of operating in multinational companies and international organizations, both public and private. They will have developed the necessary skills and competences for effective work, and a practical expertise in relation to the international context in the following careers:

- Administrative services
- Business ownership
- Finance
- Human resources and employee benefits
- Labor relations
- Management consulting
- Marketing
- Product development
- Risk and insurance analysis
- Sales
- Training and development
- Law office

Admission:

MSc academic degree (second cycle degree, a five-year tuition degree, laurea specialistica/laurea magistrale or an equivalent university qualification obtained abroad. Certified copy of foreign degree provided with a certified translation into Italian (the translation into Italian is not required if the original document is issued in English, French, German or Spanish)

Delivery mode: e-learning

Duration: 1 year

Credits: 60 ECTS

45 US Quarter Credits

Tuition fees: 7.600 €