

## Career opportunities

The program of the executive course includes a compulsory 3 or more months internship in a company, a unique opportunity to put in practice the MIBS subjects directly in the business world and to better understand the process of internationalization. During the internship period participants will also develop a final project work that will combine theory frameworks learnt in class with the internship experience outcome. The MIBS office will support all participants during the internship and the first contact with companies.

## Some of internship partners\*



\* Firms may also change over the previous year according to the needs of the individual student and based on the availability of the enterprises themselves.



ITALIAN INDUSTRY & COMMERCE  
OFFICE IN THE UAE

(Camera di Commercio Italiana negli EAU)

## Executive Master in International Business for Small and Medium Enterprises - MIBS Padua & Dubai

Director: Fiorenza Belussi  
Via Del Santo 22, Padova (Italy)  
Tel. 049 827 4051  
e-mail: fiorenza.belussi@unipd.it

Tutor: Kristina Rakic  
Via Del Santo 33, Padova (Italy)  
Tel. 049 827 1542  
e-mail: kristina.rakic@unipd.it

Co-organizer: Marco Paiola  
Via Del Santo 33, Padova (Italy)  
tel. 049 827 4054  
E-mail: marco.paiola@unipd.it

Administration Office:  
Via Bassi 1, Padova (Italy)  
Tel. 049 827 1229  
e-mail: master.economia@unipd.it

### WEB

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## Executive Master in International Business for Small and Medium Enterprises MIBS Padua and Dubai



## Who we are looking for

Students and professionals interested in management, entrepreneurship, internationalization and web marketing.

## Admission Requirements

- ⇒ 3 years bachelor
- ⇒ Good knowledge of English language
- ⇒ Strong motivation and passion for the issues related to internationalization or social media marketing
- ⇒ People interested in an innovative curriculum with a well balanced mix of theory and practice.

## Aims

The Professional Course is devoted to train new professional figures applying the concepts, contents, languages, and methods of management. The goal is to develop specific skills in the context of firms' internationalization. The Master uses a mix of methodologies and training techniques: lectures, seminars, case discussions, company visits, group work, discussion and drafting of reports, etc.

*Extra help to compensate any gaps  
for free*

Application deadline November 17th 2015

## Leaders' Corner

Firms involved in training:



*300 hours in-class teaching mostly on  
Friday and Saturday by leading Italian  
and foreign professors*

*3 months internship in a company*

## Two specialization paths:

**Supporting SME  
Internationalization**

**&**

**Social Media & Web  
Marketing**

## Modules

### Supporting SME Internationalization

- ⇒ Strategy and business plan
- ⇒ International business
- ⇒ Digital media marketing
- ⇒ International accounting
- ⇒ Emerging countries and multinationals
- ⇒ Organizational design for internationalization & GSC management
- ⇒ Intercultural business
- ⇒ Innovation management and patent intelligence

### Social Media & Web Marketing

- ⇒ Strategy and business plan
- ⇒ International business
- ⇒ Digital media marketing
- ⇒ International accounting
- ⇒ Logistics and international law
- ⇒ Web design
- ⇒ Web communication
- ⇒ SEO searching engine optimization
- ⇒ Digital media analytics
- ⇒ International marketing