



MASTER MIBS

**POST GRADUATE MASTER MIBS
INTERNATIONAL BUSINESS FOR SMALL AND MEDIUM
ENTERPRISES
UNIVERSITY OF PADOVA**

The Course

AIM

Master MIBS is devoted to train new professional figures applying the concepts, contents, languages, and methods of management for the support of internationalization, commerce, and finance. The Master provides the acquisition of specific knowledge in different fields of management: innovation, organization, marketing, digital media marketing, international law, logistics, international commerce, and finance.



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We are looking for students and professionals **interested in management, international business, web marketing, finance, e-commerce, and entrepreneurship.**



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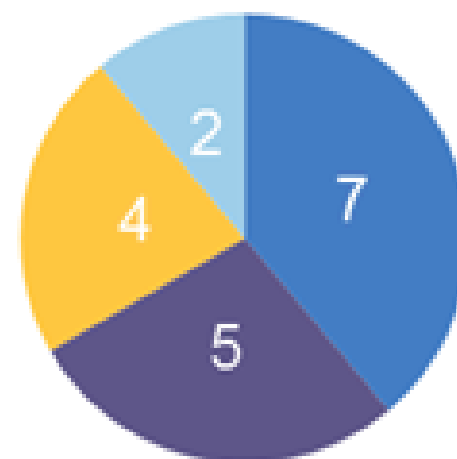
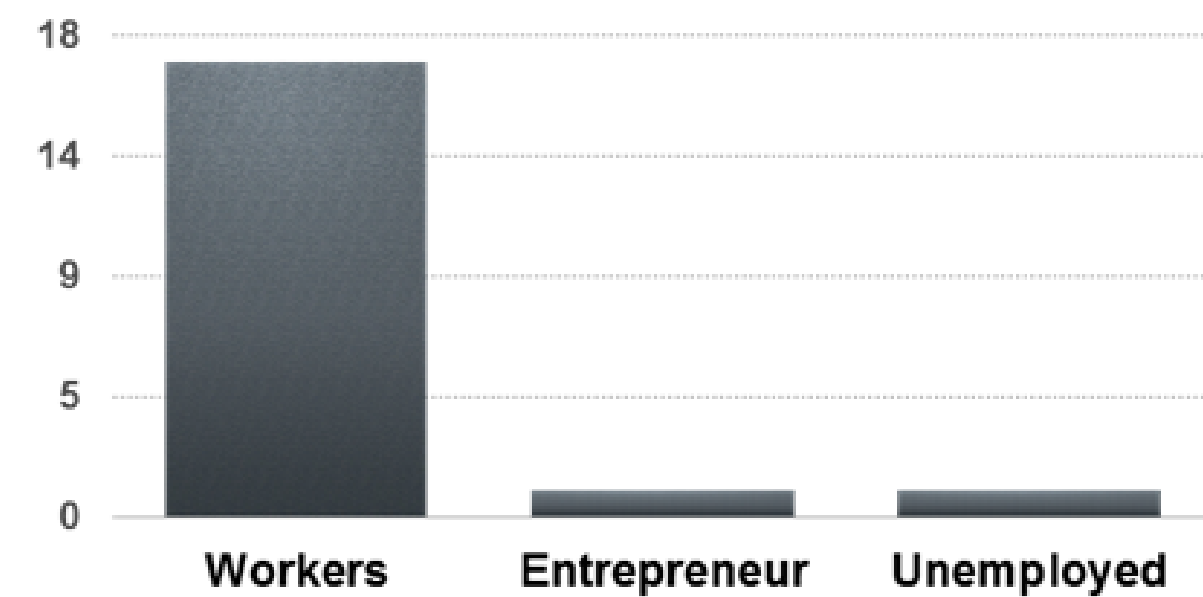
WE WANT YOU!!!

WHAT WE HAVE DONE

Class composition at the beginning of MIBS
a.y. 2019-2020



Updated MIBS class composition on
30/3/2021



- Working in the similar industry
- Confirmed Internship
- Working in the different industry
- Non occupied



Description

HOW

- ✓ In-class teachings
- ✓ Seminars
- ✓ Team Working
- ✓ Case Studies
- ✓ Laboratories
- ✓ Meet ThE Leaders events
- ✓ Internship

The Master MIBS offers several teaching methods with the aim of placing the student at the center of the learning process.

Active and proactive participation is encouraged, as is the ability to get involved. The various activities allow you to learn practices and processes, as well as the theoretical aspects, applying them to case studies and during the internship.



MASTER MIBS

Description

ORGANIZATION

Master MIBS is organized to be suitable for workers and professionals. The entire teachings take place in an intensive 4-months-long period:

- 320 teaching hours which
- take place on Fridays and Saturdays
- hold entirely in English

The Internship lasts for 3+ months.



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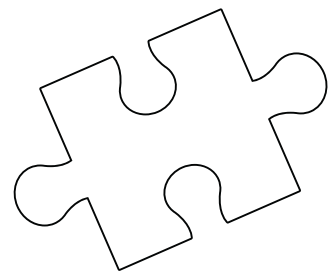


Modules description



Description

WHAT



INTERNATIONAL BUSINESS

- Focus on the MNE "core" activities
- Consolidation of the MNE business value chains
- Entry of SMEs in emerging markets with the high rate of growth



Description

WHAT

- Designing of market-driven strategies
- Porter's five competitive forces model
- Swot analysis
- Brand equity pyramid



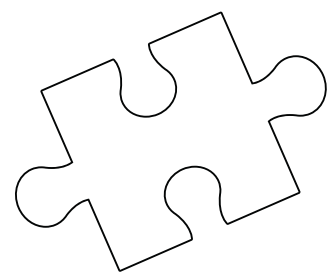
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INTERNATIONAL MARKETING

Description

WHAT



INTERNATIONAL ACCOUNTING

- Understand and analyze annual reports
- Social reporting methods
- Fundamentals of accounting



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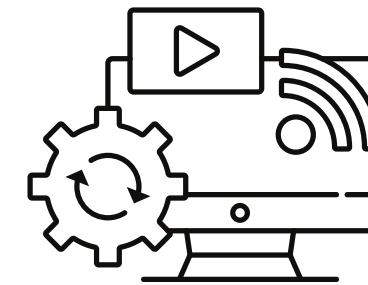
Description

WHAT

- Tools to analyze the performance of Internet marketing
- On-line selling
- Optimizing the use of the web

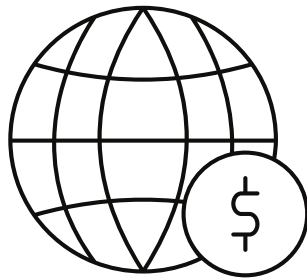


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DIGITAL MEDIA MARKETING





INTERNATIONAL PAYMENTS AND DOCUMENTARY CREDITS

Description

WHAT

- Knowledge and competences needed for understanding utility and functions of documentary credits
- Import-export finance
- Risk management



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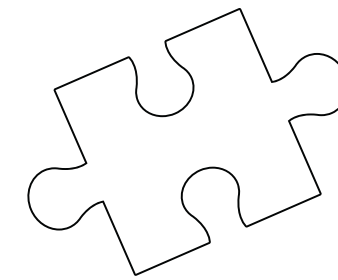
Description

WHAT

- Strategic thinking
- External absorptive capacity
- Lean management



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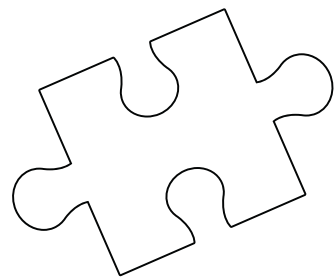


STRATEGY AND BUSINESS PLAN



Description

WHAT



ORGANIZATIONAL DESIGN AND GLOBAL SUPPLY CHAIN MANAGEMENT

- Rapid SME internationalization
- Small born global firms
- "Slicing up" of the whole value chain



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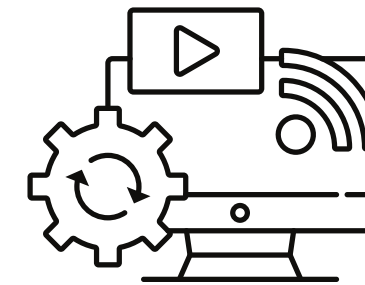
Description

WHAT

- Analyze the performance of Web sites
- Optimizing the use of the web
- Off-site and on-site web analytics



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DIGITAL MEDIA ANALYTICS

Description

WHAT



INNOVATION MANAGEMENT

- Typologies of technical innovation and social innovation
- Patent intelligence



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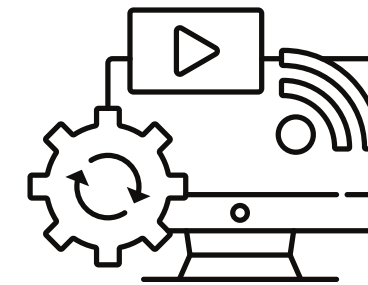
Description

WHAT

- Design and management of marketing communication activities
- Advertising online
- Organization and control of advertising and digital marketing



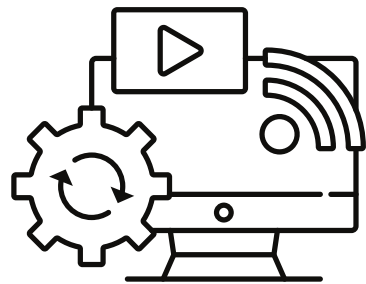
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WEB COMMUNICATION

Description

WHAT



WEB DESIGN

- Design and development of websites
- Web technologies
- Basics of website development



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Admission



SKILLS REQUIRED



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Huge passion for internationalization topic



Bachelor or master degree



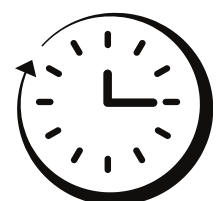
Desire to get involved in the internationalization process



Good knowledge of English language (we do not ask for a certificate)



Apertura pre-iscrizioni/application opening: June 2021



Scadenza pre-iscrizioni/application **deadline: 8th October 2021**



Scadenza iscrizioni/**enrollment deadline:** middle October 2021



Inizio corsi/lesson **start:** middle-end **November 2021**



Enrollment fee €6324,50

Application

HOW

To apply the Master MIBS please, follow the pre-enrollment procedure in PICA

To preview the instructions, please, click here.
Get the italian version here.



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CONTACTS



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