POST GRADUATE MASTER MIBS
INTERNATIONAL BUSINESS FOR SMALL AND MEDIUM ENTERPRISES
UNIVERSITY OF PADOVA
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.
We are looking for students and professionals interested in management, international business, web marketing, finance, e-commerce, and entrepreneurship.
Results

WHAT WE HAVE DONE

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

- Workers: 0
- Unemployed: 18

Updated MIBS class composition on 30/3/2021

- Workers: 18
- Entrepreneur: 1
- Unemployed: 1

- Working in the similar industry: 7
- Confirmed Internship: 5
- Working in the different industry: 4
- Non occupied: 2
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.

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

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

- Understand and analyze annual reports
- Social reporting methods
- Fundamentals of accounting
Tools to analyze the performance of Internet marketing
On-line selling
Optimizing the use of the web
INTERNATIONAL PAYMENTS AND DOCUMENTARY CREDITS

WHAT

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

- Strategic thinking
- External absorptive capacity
- Lean management

STRATEGY AND BUSINESS PLAN
ORGANIZATIONAL DESIGN AND GLOBAL SUPPLY CHAIN MANAGEMENT

WHAT

- Rapid SME internationalization
- Small born global firms
- "Slicing up" of the whole value chain
Analyze the performance of Web sites
Optimizing the use of the web
Off-site and on-site web analytics
INNOVATION MANAGEMENT

- Typologies of technical innovation and social innovation
- Patent intelligence
Design and management of marketing communication activities
Advertising online
Organization and control of advertising and digital marketing
WEB DESIGN

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

- 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)
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.

Application

- 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
Director: Prof. Fiorenza Belussi
Vice-Director: Prof. Francesco Zen

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