



MIBS

Master in International business for
small and medium enterprises:
*supporting SME internationalization
and web marketing*

OPEN DAY
July 1st, 2023

The master aims to build professional profiles that integrate two competencies: internationalization and marketing.



THE PROGRAM

1. INTERNATIONAL BUSINESS

2. STRATEGY AND BUSINESS PLAN

3. INTERNATIONAL PAYMENTS AND DOCUMENTARY CREDITS

4. INTERNATIONAL ACCOUNTING

5. SUSTAINABILITY, CIRCULAR ECONOMY, AND GLOBAL SUPPLY CHAIN

6. INNOVATION MANAGEMENT AND PATENT INTELLIGENCE

THE PROGRAM

7. INTERNATIONAL MARKETING

8. WEB COMMUNICATION AND DIGITAL MEDIA MARKETING

9. WEB AND E-COMMERCE DESIGN

10. WEB AND DATA ANALYTICS

HOW ARE LESSONS STRUCTURED?

- Interactive teaching with case studies and live testimonials
- Exam for each module → group projects, presentations, in some cases written exams with applied cases
- Lessons take place on Fridays and Saturdays, from 9am to 6 pm

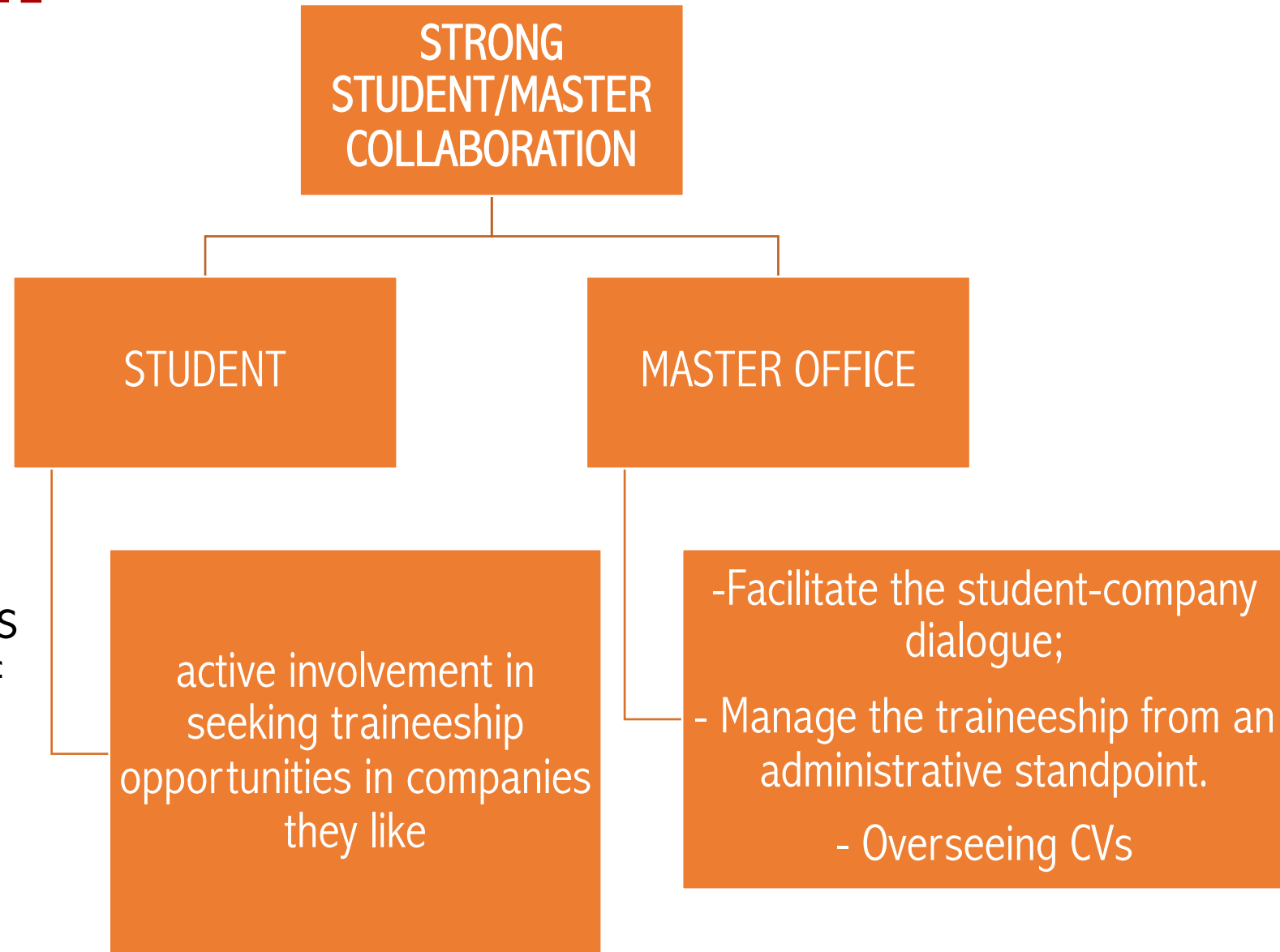


INFORMATION

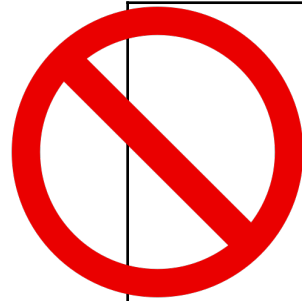
Entry Requirements	First-cycle degree (Bachelor's degree); Good knowledge of English (no official certificate is required)
ECTS	60 ECTS
Language	English
Teaching method	Blended (in-person/ online)
Attendance	70% mandatory attendance (224 h out of 320 h)
Tuition fee	€ 5.022,50 (single instalment)

THE INTERNSHIP

- Recommended and supported by Master Office staff but **not mandatory**
- If a student decides to start an internship it should be at least **500 hours long** (3 months)
- It is important the first contact needs to be initiated by the student himself



WHAT SHOULD YOU EXPECT FROM THE INTERNSHIP?



STUDENT WANTED TO START
AN INTERNSHIP AS MANAGER

... still looking for a job



STUDENT ENTERING THE JOB
MARKET FOR THE 1st TIME

- Starting as back office before transitioning to the role of an export manager
- Starting in the sales dep. (Italy) → hired after 1 year



STUDENT WITH PREVIOUS UNRELATED JOB
EXPERIENCE

Starting her role in marketing;
transition to the sales department
and after 6 months she has been
hired



STUDENT ALREADY WORKING THAT WANT TO
EXPLORE AND CLARIFY HIS CAREER GOALS

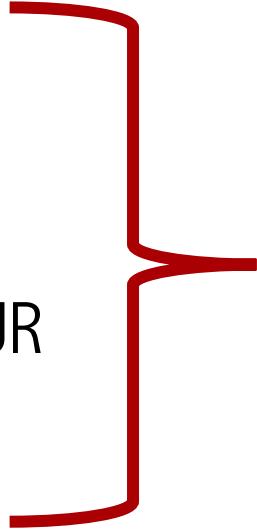
- Internal upgrade
- Upgrade changing firm



THE FINAL PROJECT WORK

Project work can be differently structured and topic differently organized according to three situations:

- 1) NORMAL PROJECT WORK RELATED TO YOUR INTERNSHIP
- 2) NORMAL PROJECT WORK UNRELATED TO YOUR INTERNSHIP

- 
- 60 pages;
 - Structure:
 - Chapter 1:** Theoretical analysis of your topic
 - Chapter 2:** Presentation and description of your company
 - Chapter 3:** Application of the theoretical issue to internship experience/ future perspective

3) EXCEPTIONAL PROJECT WORK (if you have not done the internship)



- roughly 90 pages;

- structure:

Chapter 1: General theoretical topic (background literature review)

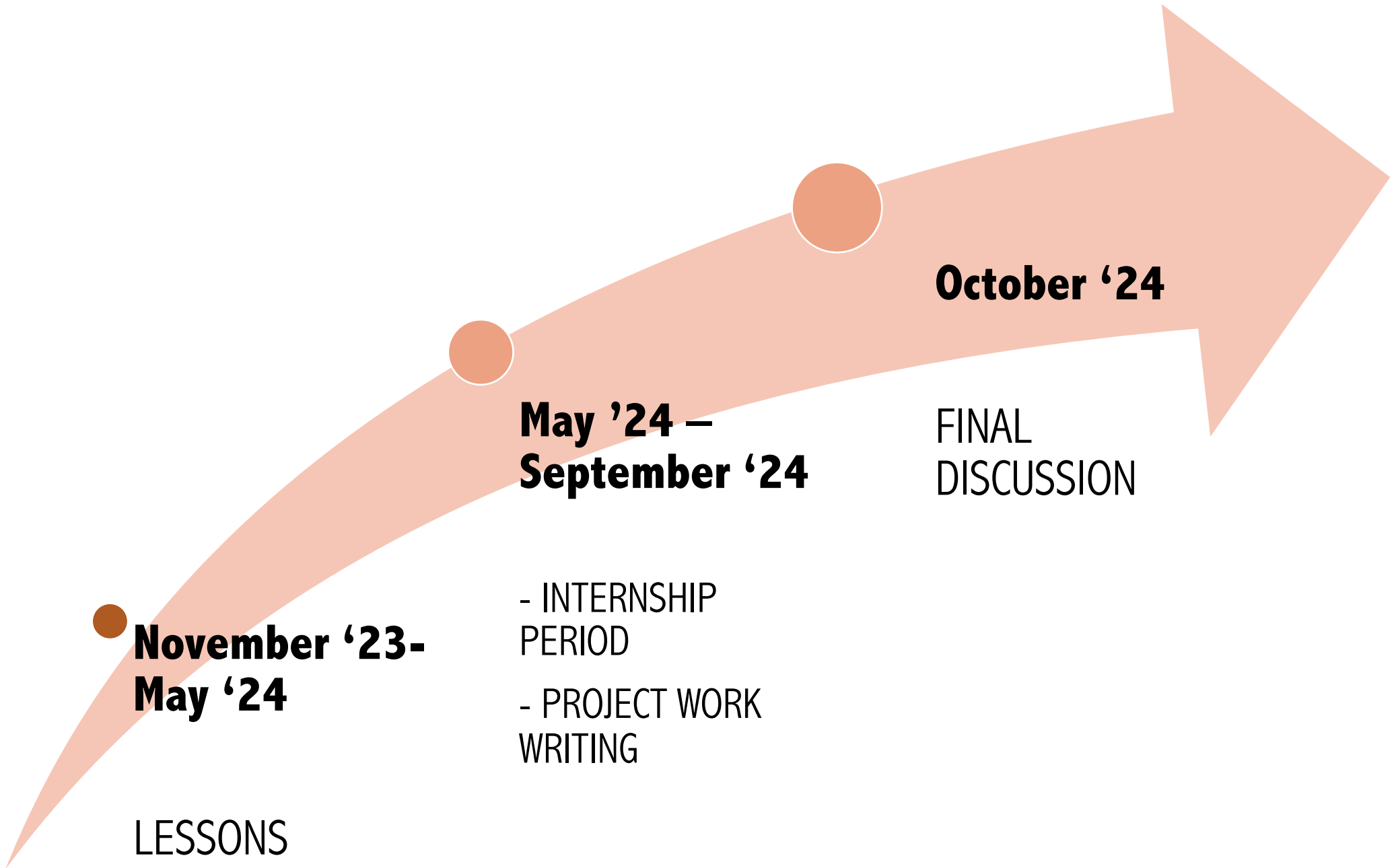
Chapter 2: Focus on a specific theoretical issue within the general topic (detailed literature review)

Chapter 3: Methodology for analysis (single case study, comparison across companies, survey)

Chapter 4: Results of analysis to be supported with interviews, data collection, qualitative and quantitative analysis.

- You need to identify a **supervisor** who is confident with your topic, who can assess your idea, validate the structure, drive the project development, suggest some improvements and references. Supervisors are not required to proofread your project, they only are asked to give you recommendations and suggestions.

- You will be required to discuss the project work in front of a commission in October 2024. The discussion will last 15 min. + 5 min. Q&A



**November '23-
May '24**

LESSONS

**May '24 –
September '24**

- INTERNSHIP PERIOD
- PROJECT WORK WRITING

October '24

FINAL
DISCUSSION

DEADLINES

Pre-enrollment deadline

6th Oct.
(at 12.30)

Enrollment deadline

27th Oct.

19th Oct.

Publication of rankings



CONTACT US AT:

Master Director: Prof. Ivan De Noni

Department of Economics and Management 'Marco Fanno', Torre Economia C3, Via Bassi 1, 35131 Padova

Master Office - 4th floor

Office hours: Monday - Friday 09.30 - 14.30

Tel: +39 049 8276347

E-mail: mibs.economia@unipd.it

