



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

Dipartimento di Scienze Economiche ed
Aziendali «M. Fanno»

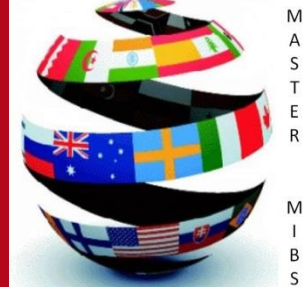
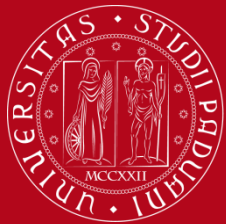


Master in International Business for Small and Medium Enterprises MIBS

Edition 7th 2019-2020

Prof. Fiorenza Belussi

Padova, September 9th 2019



PROGRAM

- **Introduction**
- **Master MIBS path Supporting SME internationalization & Web Marketing**

Prof.ssa Fiorenza Belussi - Prof. Ordinario presso di dSEA e Direttore Master MIBS

- **Master MIBS path Finance & law for international business**

Prof.ssa Fiorenza Belussi - Prof. Ordinario presso di dSEA e Direttore Master MIBS

- **Admission requirements, Method, and Organization**
- **Q&A**



Common modules

- ⇒ International business
- ⇒ International payments & documentary credits
- ⇒ Digital media marketing
- ⇒ International marketing
- ⇒ International accounting



Supporting SME Internationalization & Web Marketing

- ⇒ Organizational design & global supply chain management
- ⇒ Strategy & business plan
- ⇒ Digital media analytics
- ⇒ Web design
- ⇒ Web communication
- ⇒ Intercultural Innovation management

Finance & Law for International Business

- ⇒ International financial markets and operational instruments
- ⇒ International transports and incoterms
- ⇒ Financial analysis for internationalization
- ⇒ International commerce and financial law
- ⇒ International tax law
- ⇒ International trade and investment law



COMMON MODULES (1)

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

International Marketing

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

International Accounting

- understand and analyze annual reports
- social reporting methods
- fundamentals of accounting



COMMON MODULES (2)

Digital media marketing

- tools to analyze the performance of Internet marketing
- on-line selling
- optimizing the use of the web

International Payments and Documentary Credits

- knowledge and competences needed for understanding utility and functions of documentary credits
- import-export finance
- risk management



SUPPORTING SME INTERNATIONALIZATION & WEB MARKETING MODULES (1)

Strategy and Business Plan

- strategic thinking
- external absorptive capacity
- lean management

Organizational Design and Global Supply Chain Management

- rapid SME internationalization
- small born global firms
- "slicing up" of the whole value chain

Digital Media Analytics

- analyze the performance of Web sites
- optimizing the use of the web
- off-site and on-site web analytics



SUPPORTING SME INTERNATIONALIZATION & WEB MARKETING MODULES (2)

Intercultural & Innovation Management

- crosscultural Management
- social innovation
- patents

Web Communication

- design and management of marketing communication activities
- advertise online
- organization and control of advertising and digital marketing

Web Design

- design and development of websites
- web technologies
- basics of website development



FINANCE & LAW FOR INTERNATIONAL BUSINESS (1)

International Financial Markets and Operational Instruments

- basics of foreign exchange markets and international trade
- euromarkets and derivative markets

International Commerce and Financial Law

- knowledge and skills to negotiate and draft international commercial deals
- financing contracts

Financial Analysis for Internationalization

- financial requirements and instruments
- working capital and structural investments



FINANCE & LAW FOR INTERNATIONAL BUSINESS (2)

International Trade and Investment Law

- overview of law of international contracts
- EU law
- bilateral investment treaties

International Tax Law

- basics of international taxation law
- income taxation
- VAT and custom duties

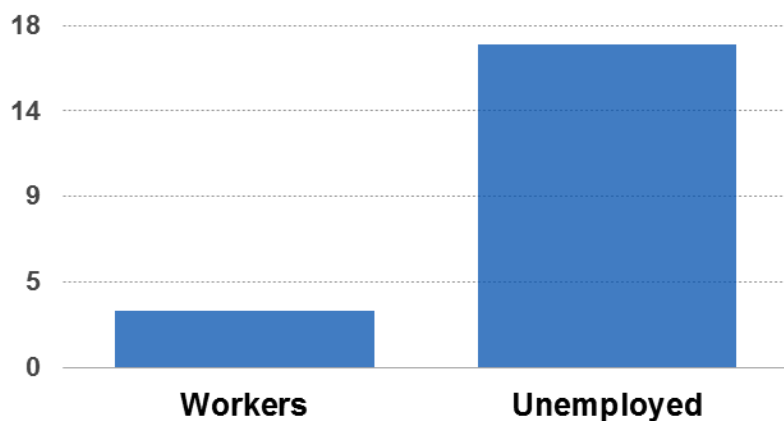
International Transports and Incoterms

- contracts relating to the international transport

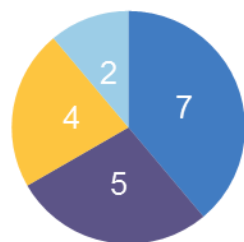
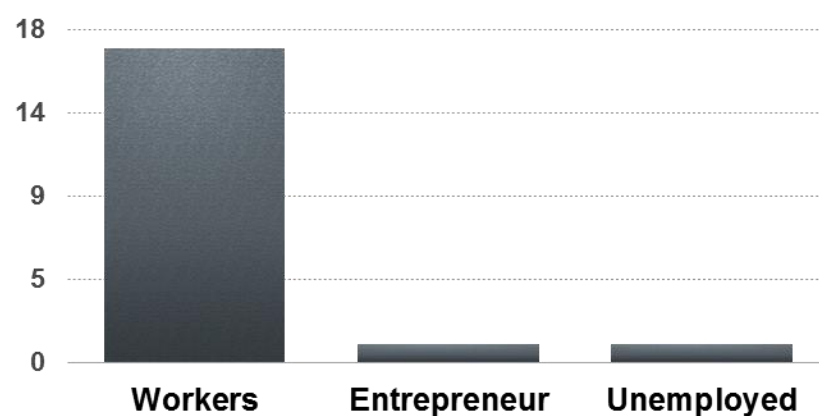


RISULTS 5° EDITION a.y. 2017-2018

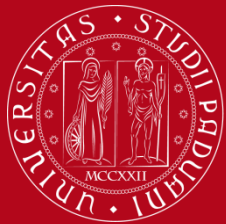
Class composition at the beginning of MIBS



Updated MIBS class composition on 30/3/2019

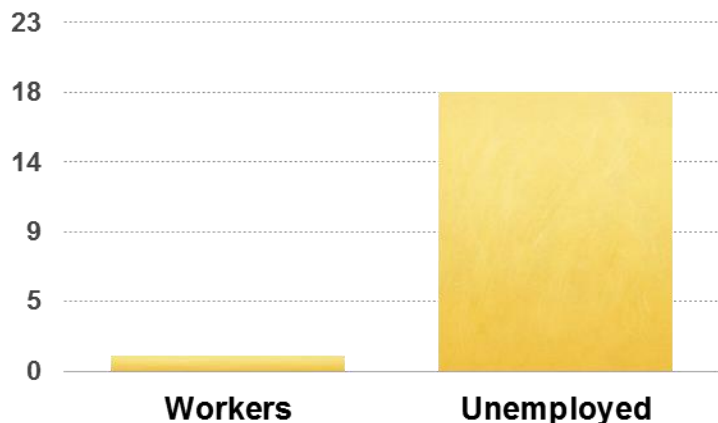


- Working in the similar industry
- Confirmed Internship
- Working in the different industry
- Non occupied

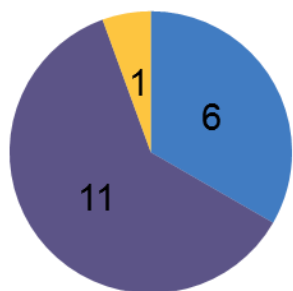
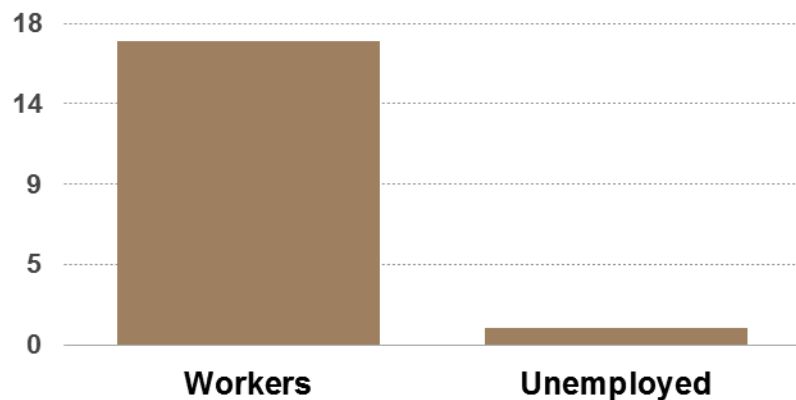


RISULTS 4° EDITION a.y. 2016-2017

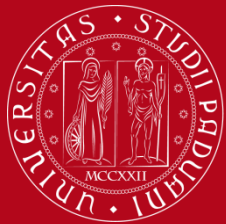
Class composition at the beginning of MIBS



Updated MIBS class composition on 30/3/2019



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ADMISSION REQUIREMENTS

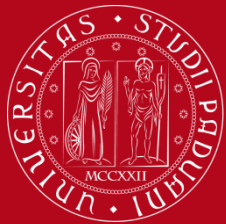
Bachelor or Master degree

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

Huge **passion** for internationalization topic

Want to get involved and review internationalization according to different





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Who we are looking for

Students and professionals **interested** in management, international business, web marketing, finance, and entrepreneurship.





METHOD

- In-class teaching
- Seminars
- Meet ThE Leaders events
- Team-working
- Case Studies
- Laboratories

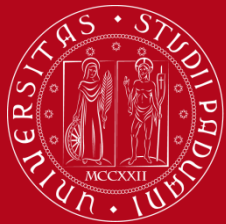




ORGANIZATION

- **310 hours of teaching**
- **Hold entirely in English**
- **Lessons on Friday and Saturdays – all day long – suitable for workers and professionals**
- **About 5 months of intensive lessons**
- **3 + months of internship**





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MODULES

It is possible to **buy single modules** as formative moments.

Single modules **provide CFUs**.

You will receive a **frequency diploma**.





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COSTS AND TIMING

Apertura pre-iscrizioni/application opening: Open!

Scadenza pre-iscrizioni/application deadline: 3rd October 2019

Scadenza iscrizioni/enrollment deadline: beginning of October 2019

Inizio corsi/lesson start: middle-end November 2019

Enrollment fee: € 6.324,50

Possibilità di inserimento studenti con contratto di **Alto Apprendistato**

(minimo 1 anno massimo 3 anni, con percorso formativo obbligatorio – Master MIBS)

Possibilità di richiedere un **Prestito d'Onore**



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CONTACTS

DIRECTOR: Fiorenza Belussi
VICE-DIRECTOR: Francesco Zen

COLLABORATOR: Rakic Kristina

TUTOR

e-mail: mibs.economia@unipd.it

Via Del Santo 33, Padova

UFFICIO MASTER:

Via Bassi 1, Padova

Tel. 049 827 1229

e-mail: master.economia@unipd.it



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Master MIBS Università degli studi di Padova



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L. IPPOGRIFO
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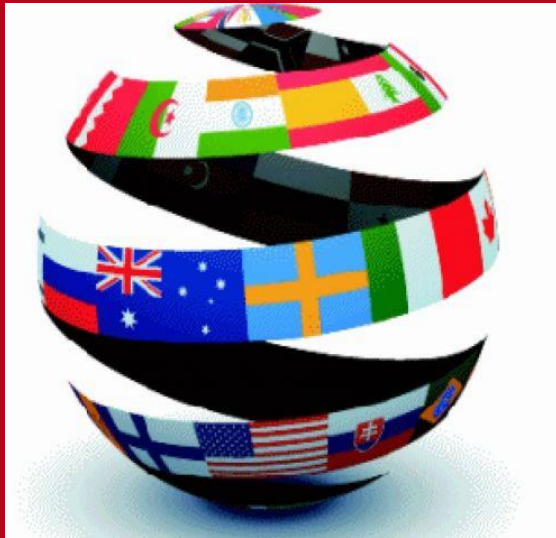
CONFINDUSTRIA PADOVA





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THANK YOU!

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