

**Unipd Track: Management and Marketing**

3rd year @Unipd

ESC-CLERMONT

**ASSOCIAZIONE 1**

	ECTS		ECTS
OPERATION MANAGEMENT AND DIGITAL TECHNOLOGIES	6	Strategy and International Development	5
HUMAN RESOURCE MANAGEMENT	6	Web Site Development & Marketing	5
INDUSTRIAL ORGANIZATION AND HIGH-TECH MARKETS	6	International Economics and Finance	5
MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	6	Cross Cultural Management	5
MARKETING	6	Geopolitics	5
		Research Methodology	3

**CREDITI LIBERI (TAF D)**

Business Negotiation	4
Sales Organization	5
Business Ethics	5
Projet Make Sense (ex Workshop make sense)	2
Multicultural Teambuilding 1	2
Multicultural Teambuilding 2	2
FRENCH - Foreign Language and Cultural Development 1	2
FRENCH - Foreign Language and Cultural Development 2	2
Optional course sem 1 (scegli 1)	4
Optional course sem 2 (scegli 1)	4

60 ECTS

**SCEGLIERE 2/7 DEI SEGUENTI ESAMI A LIBERA SCELTA: 1 PER SEMESTRE**

Denominazione dell'attività	ECTS	Periodo di erogazione
Sport Business Tendancies	4	Fall (Sept-Dec)
International Management an Interdisciplinary Approach	4	Fall (Sept-Dec)
Economics & Globalization - trends and risks	4	Fall (Sept-Dec)
Innovative Finance and digitalization	4	Fall (Sept-Dec)
Digital Marketing	4	Spring (Jan - May)
Business Intelligence	4	Spring (Jan - May)

**BACHELOR EN MANAGEMENT INTERNATIONAL - YEAR 3 - 2023/2024 TAUGHT IN ENGLISH**

	CODES	MODULES (in French)	MODULES (in English)	FACE-TO-FACE TEACHINGS	PERSONAL WORK	TOTAL HOURS	ECTS CREDITS
<b>SEMESTER 1</b>	<b>Tronc commun</b>			<b>138</b>	<b>504</b>	<b>642</b>	<b>21</b>
	BA-05-MCTEAM-CL-EN		Multicultural Teambuilding	12	48	60	2
	BA-05-BETHIC-CL-EN		Business Ethics	36	120	156	5
	BA-05-STRAT-CL-EN		Strategy and International Development	36	120	156	5
	BA-05-BNEGO-CL-EN		Business Negotiation	24	96	120	4
	BA-05-WEBMKT-CL-EN		Web Site Development & Marketing	30	120	150	5
	<b>Tronc commun selon public</b>			<b>12</b>	<b>72</b>	<b>84</b>	<b>3</b>
	BA-05-RESEARCH-CL-EN		Research methodology (compulsory for degree-seeking students)				
	BA-05-TOOLS-CL-EN		Advanced numerical tools (only offered to credit-seeking students)				
	<b>Cultural development and foreign language (one to choose)</b>			<b>18</b>	<b>48</b>	<b>66</b>	<b>2</b>
	BA-05-LV2-ES-CL-EN		Spanish				
	BA-05-LV2-IT-CL-EN		Italian				
	BA-05-LV2-AL-CL-EN		German				
	BA-05-LV2-CH-CL-EN		Chinese				
	BA-05-LV2-FR-CL-EN		French - Foreign Language and Cultural Development				
	<b>Optional Courses (one to choose)</b>			<b>24</b>	<b>96</b>	<b>120</b>	<b>4</b>
	BA-05-SPORTBUS-CL-EN		Sport Business Tendancies				
BA-05-INTMGT-CL-EN		International Management an Interdisciplinary Approach					
BA-05-ECGLOB-CL-EN		Economics & Globalization - trends and risks					
BA-05-FIN-CL-EN		Innovative Finance and digitalization					
<b>TOTAL SEMESTER 1</b>				<b>192</b>	<b>720</b>	<b>912</b>	<b>30</b>
<b>SEMESTER 2</b>	<b>Core courses</b>			<b>132</b>	<b>576</b>	<b>708</b>	<b>24</b>
	BA-06-MCTEAM-CL-EN		Multicultural Teambuilding	12	48	60	2
	BA-06-INTECO-CL-EN		International Economics and Finance	30	120	150	5
	BA-06-CCMGT-CL-EN		Cross Cultural Management	30	120	150	5
	BA-06-GEO-CL-EN		Geopolitics	24	120	144	5
	BA-06-SORGA-CL-EN		Sales Organization	24	120	144	5
	BA-06-PMS-CL-EN		Projet Make sense	12	48	60	2
	<b>Cultural development and foreign language (one to choose)</b>			<b>18</b>	<b>48</b>	<b>66</b>	<b>2</b>
	BA-05-LV2-ES-CL-EN		Spanish				
	BA-05-LV2-IT-CL-EN		Italian				
	BA-05-LV2-AL-CL-EN		German				
	BA-05-LV2-CH-CL-EN		Chinese				
	BA-05-LV2-FR-CL-EN		French - Foreign Language and Cultural Development				
	<b>Optional Courses (one to choose)</b>			<b>24</b>	<b>76</b>	<b>100</b>	<b>4</b>
	BA-06-DMKT-CL-EN		Digital Marketing	24	76	100	4
BA-06-BINT-CL-EN		Business Intelligence	24	76	100	4	
<b>TOTAL SEMESTER 2</b>				<b>174</b>	<b>700</b>	<b>874</b>	<b>30</b>
<b>TOTAL SEMESTER 1 + SEMESTER 2</b>				<b>366</b>	<b>1420</b>	<b>1786</b>	<b>60</b>