

Track: Management and Marketing

3rd year @Unipd

MBS

ASSOCIAZIONE 1			
	ECTS		ECTS
OPERATIONS MANAGEMENT AND DIGITAL TECHNOLOGIES	6	International Economics and Sustainability	4
HUMAN RESOURCE MANAGEMENT	6	Corporate Finance	4
INDUSTRIAL ORGANIZATION AND HIGH-TECH MARKETS	6	Organisational Behavior & International HRM	4
MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	6	International Marketing	4
MARKETING	6	AI-enable Business Intelligence	2
		Sustainable Business Models and Value Creation	3
		Strategic Management	4
		Business Game - Sustainable Development	3
		AI for Business	2

CREDITI LIBERI (TAF D)			
		Operation and Sustainable Supply Chains	4
		Doing Business in France 1	2
		French as Foreign Language 1	2
		French as Foreign Language 2	2
		Track 1	9
		Track 2	9
		Elective (scegli uno)	2
			60 ECTS

SCEGLIERE 2/3 DEI SEGUENTI TRACK			
		IB Track	9
		Risk Management and Global Compliance	
		Global Business Challenge: Strategy and Execution	
		Global Leadership and Intercultural Negotiation Skills	
		Digital Marketing and AI Track	9
		Introduction to Digital Marketing	
		Digital Marketing: Using AI to Optimize Customer Experience	
		Social Media Marketing and Content Strategy	
		Luxury Management Track	9
		The Fundamentals of Luxury (History and Development)	
		Retail and Luxury Marketing	
		Talent Management and Leadership in the Luxury Industry	
SCEGLIERE 1/2 DEI SEGUENTI ELECTIVE			
		Personnal Project Management	2
		My Job Booster	2



Bachelor Program 3rd Year Course Plan Academic Year 2025 - 2026



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3rd Year of study – Bachelor Programme

Preamble: As the number of places available in BIBA Year 3 is limited, priority will be given to double degree students over credit transfer students.

Option 1 - Credit Transfer: Students who have achieved, in their home university, 2 years (eq. 120 ECTS credits) in a Bachelor program will take some or all the courses of the year 3 (final year) of our BIBA program.

Credit transfer students must register for at least 20 ECTS credits per semester.

Students can study one semester (either semester one or two) or the academic year.

Option 2 - Double Degree: Students who have achieved, in their home university, min. 2 years (eq. 120 ECTS credits) in one of the Bachelor programs indicated in the cooperation agreement signed with their home university, will follow the **whole course plan of the 3rd year (Licence 3)** of our Bachelor of International Business Administration (BIBA) program – *Diplôme en Management International des Affaires*, visé BAC+3 Grade de Licence, level 6 (180 ECTS).

Objectives: Mobilize one's critical thinking capacity to conduct activities within the company and propose solutions adapted to a globalized and digitalized environment.

3rd Year of study - Semester 5 – Sept. to Dec. 2025

Semester 1 (Fall) courses	Hours	ECTS
Teaching Unit (TU) 1 - Strategic, Organizational and Entrepreneurial Skills		
International Marketing	28	4
International Economics and Sustainability	28	4
Strategic Management	28	4
Total TU1	84	12
TU2 - Operational Management Skills		
Corporate Finance	28	4
Operation and Sustainable Supply Chains	28	4
Total TU2	56	8
TU3 - Managerial and Behavioral Skills		
Organizational Behavior & International HRM	30	4
Total TU3	30	4
TU5 - Analytical Skills and Critical Thinking		
AI-enable Business Intelligence	14	2
Total TU5	14	2
TU6 - Professional Development Skills		
Doing Business in France 1	14	2
French as a Foreign Language	21	2
Total TU4	35	4
Total Semester 1	219	30

3rd Year of study - Semester 6 – Jan. to April 2026

Semester 2 (Spring) courses	Hours	ECTS
TU1 - Strategic, Organizational and Entrepreneurial Skills		
Sustainable Business Models and Value Creation	21	3
Total TU1	21	3
TU4 - Openness and Responsibility Skills		
Business Game - Sustainable Development	21	3
AI for Business	14	2
Total TU5	35	5
TU6 - Professional Development Skills (students must choose 2 tracks of 3 courses + 1 Elective course and French as Foreign Language. If French as Foreign Language cannot be taken, the 2 nd electives will replace it.)		
IB track: - Risk Management and Global Compliance - Global Business Challenge: strategy and execution - Global Leadership and Intercultural Negotiation Skills	63	9
Digital Marketing and AI track: - Introduction to Digital Marketing - Digital Marketing: Using AI to Optimize Customer Experience - Social Media Marketing and Content Strategy	63	9
Luxury Management track: - The Fundamentals of Luxury (History and Development) - Retail and Luxury Marketing - Talent Management and Leadership in the Luxury Industry	63	9
Elective - Personnel Project Management	14	2
Elective - My job booster	14	2
French as a foreign language	21	2
Total TU6	161	9
Total Semester 2	217	30