

STUDY PLAN

MASTER'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

FIRST SEMESTER

COURSES	ECTS
Current Socioeconomic Context	5
Marketing and Commercialisation in International Environments	5
Intellectual Capital and Talent Management	5
Management Skills	5
Option A: Specialisation in Strategic Management	
<ul style="list-style-type: none"> Strategic Management and Digital Transformation 	5
<ul style="list-style-type: none"> Finance for Decision Making and Management Control 	5
Option B: Specialisation in International Business (not offered in the 25/26 academic year)	
<ul style="list-style-type: none"> Financial Management 	5
<ul style="list-style-type: none"> Information Technologies Management 	5

SECOND SEMESTER

COURSES	ECTS
Master's Thesis	15
Option A: Specialisation in Strategic Management	
Analytics from the Industry and Customer Perspective	5
Transforming and Competing from Operations	5

Project Management in the Digital World: Landing the Strategy	5
Option B: Specialisation in International Business (not offered in the 25/26 academic year)	
International Financial Risk Management	5
Global Strategic Management	5
Corporate Internationalisation	5