

MEET THE LEADERS

Firms involved in training:



Internship

3 months internship in a company



* Firms may also change over the previous year according to the needs of the individual student and based on the availability of the enterprises them-



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In partnership with



Executive Master in International Business for Small and Medium

Enterprises - MIBS

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Who we are looking for

Students and professionals interested in management, entrepreneurship, internationalization and web marketing

Admission Requirements

- ⇒ 3 years bachelor
- ⇒ Good knowledge of English language
- ⇒ Strong motivation and passion for the issues related to internationalization or social media marketing
- ⇒ People interested in an innovative curriculum

Aims

The Professional Course is devoted to train new professional figures applying the concepts, contents, languages, and methods of management. The goal is to develop specific skills in the context of firms' internationalization. The Master uses a mix of methodologies and training techniques: lectures, seminars, case studies, company visits, team work, discussion and drafting of reports, etc.

Career opportunities

The program of the executive course includes a compulsory internship of 3 months or more which offers a unique opportunity to put in practice the MIBS subjects directly in the business world and to better understand the process of internationalization. During the internship period participants will also develop a final project work that will combine theory frameworks learnt in class with the internship experience outcome. The MIBS office will support all participants during the internship and the first contact with companies

Four specialization paths:

Supporting SME Internationalization

- ⇒ Strategy and Business Plan
- ⇒ International Business
- ⇒ International Marketing
- ⇒ International Accounting
- ⇒ Logistics & International Law
- ⇒ Emerging Countries & Multinationals
- ⇒ GSC Management
- ⇒ Intercultural Business
- ⇒ Innovation management and patent intelligence

SMEs Global Supply Chain

- ⇒ Strategy and Business Plan
- ⇒ International Business
- ⇒ International Marketing
- ⇒ International Accounting
- ⇒ Logistics & International Law
- ⇒ Emerging Countries & Multinationals
- ⇒ GSC Management
- ⇒ International Fiscal System
- ⇒ Contract Definition in International Business
- ⇒ Main Conditions of Sales in International Business

300 hours in-class teaching mostly on Friday and Saturday by leading Italian and International professors with a well balanced mix of theory and practice

Four specialization paths:

Web Marketing

- ⇒ Strategy and Business Plan
- ⇒ International Business
- ⇒ International Marketing
- ⇒ International Accounting
- ⇒ Logistics & International Law
- ⇒ Web Design
- ⇒ Web Communication
- ⇒ Digital Media Marketing
- ⇒ SEO Searching Engine Optimization
- ⇒ Digital Media Analytics

Food Web Marketing

- ⇒ Strategy and Business Plan
- ⇒ International Business
- ⇒ International Marketing
- ⇒ International Accounting
- ⇒ Logistics & International Law
- ⇒ Web Design
- ⇒ Web Communication
- ⇒ Digital Media Marketing
- ⇒ Structural Analysis of Food Industry
- ⇒ Food Supply Chain and Risk Management
- ⇒ Innovation & Entrepreneurship in Food Marketing

Extra help to compensate any gaps for free

Application deadline November 2016