



## WHY CHOOSING SMES MASTER

Are you interested in small and medium-sized enterprises (SMEs)? Then this Master programme is for you.

This is a 2nd cycle degree entirely taught in English, forming graduates who are qualified to assume managerial or consultant positions in SMEs operating in international markets.

You will improve management abilities and skills in order to address international issues in small and medium enterprises. The main topics of SMEs in international markets aim at developing strong skills in the economics areas and performance, organizational and financial management.



**MASTER PROGRAMME COORDINATOR**  
Prof. Enrico Bracci  
enrico.bracci@unife.it

**DEPARTMENTAL STUDENT COUNSELOR**  
Prof.ssa Monia Castellini  
monia.castellini@unife.it

**TEACHING MANAGER**  
Dott.ssa Claudia Zamorani  
md.economia@unife.it

**MASTER PROGRAMME WEBSITE**  
<http://www.unife.it/economia/lm.economics>

**INCOMING ORIENTATION OFFICE**  
orientamento@unife.it  
[www.unife.it/orientamento](http://www.unife.it/orientamento)

In case of doubt about administrative procedures:  
[SOS.UNIFE.IT](http://SOS.UNIFE.IT)

**E** DIPARTIMENTO  
DI ECONOMIA  
E MANAGEMENT

Via Voltapaletto, 11 - 44121 Ferrara  
Centralino Tel. 0532 455 006  
Fax 0532 245761  
<http://eco.unife.it>

@unife.it  
 [www.unife.it](http://www.unife.it)

ACADEMIC YEAR 2018/2019

MASTER'S DEGREE **2**  
YEARS

# Economics, management and policies for global challenges

## SMALL AND MEDIUM ENTERPRISES IN INTERNATIONAL MARKETS



IN ENGLISH

Un progetto di Ripartizione Marketing, Comunicazione e Welcome Office | Graphic design Martino Beon

1 - 01/2018



**Università  
degli Studi  
di Ferrara**

Nel futuro da sempre.

## STRONG POINTS

The Department of Economics and Management is firmly committed to provide international training and education. You can therefore take advantage of various opportunities for learning in an international context, such as:

- ▶ Degree programmes entirely delivered in **English**
- ▶ **Active teaching strategies** in small groups in order to develop students' abilities and skills (Problem-Based Learning, Project teaching, Workshops, Case studies...)
- ▶ Combine thesis research and **internship** or **project work**
- ▶ Joint study programmes (**double degree**) with foreign Universities (European or non-European ones)
- ▶ **3-year PhD programme in Economics and management of innovation and sustainability - EMIS** structured around 16 basic thematic areas related to the research interests developed in the Department itself
- ▶ **Ferrara School of Economics and Management diploma of excellence** for the best students with international curricula
- ▶ Several projects for **studying, training or dissertation research abroad** (Erasmus+, Atlante, etc.)
- ▶ **Orientation and Tutoring service** aimed at helping students be informed of academic choices and of academic community

The Department of Economics and Management collaborates moreover with Firms and Public Institutions with the aim of developing research in many fields and offering you many chances to work in a stimulating and formative space.



## ADMISSION

### FREE APPLICATION

The Teaching Committee of the Department will evaluate the Bachelor's degree and also the scientific background of each applicant, to make sure that they match the level of the courses. If the assessment is positive, you can enroll to the Master.

### ADMISSION REQUIREMENTS

Prerequisite for the admission to the Master's programme in Small and medium enterprises in international markets - SMEs is the successful completion of a **Bachelor's degree** or an equivalent, with at least 180 ECTS credits in a related field (Economics or Economics and management).

### ENTRY REQUIREMENTS

The Bachelor's degree should include subjects in the main fields of Economics and Management studies:

- ▶ **Business & Economics subject area disciplines (30 ECTS)**
- ▶ **Mathematics & Statistics area disciplines (10 ECTS)**

### LANGUAGE REQUIREMENTS

- ▶ **Good knowledge of English, corresponding to at least Level B2**

For further details, visit the following page:

<http://www.unife.it/economia/lm.economics>

## YOUR FUTURE

You will learn to analyse and understand the fundamentals of industrial economics and business administration related to the internationalization of small and medium enterprises. By integrating performance, organizational and financial abilities, you will **develop skills that will allow you to take managerial or consultant positions in international markets.**

## CAREER OPPORTUNITIES

The Master's degree SMEs in international markets provides a route to careers towards senior roles for employers such as SMEs and consultants.

You will gain an in-depth understanding of management at an international level, preparing for diversified employment areas and developing your talent for a lasting success over a lifelong career.

Our graduate students may benefit for entering in career development in management consulting, general management marketing and human resource management in SMEs.

In more details, you will have the possibility work in or as:

- ▶ **business start-ups**
- ▶ **taking over family businesses**
- ▶ **management functions in SMEs**
- ▶ **management consultant for SMEs**
- ▶ **public research institutes**
- ▶ **venture capital firms and banks**
- ▶ **PhD research into entrepreneurship and related topics**



## WHAT YOU STUDY

### PROGRAMME SCHEDULE

You will find courses in the advanced core areas of industrial economics and business administration related to the internationalization of SMEs, with the opportunity to choose from an interesting portfolio of optional courses:

FIRST YEAR		SECOND YEAR	
COMPULSORY COURSES	ECTS	COMPULSORY COURSES	ECTS
International trade and competitiveness	9	International trade law	8
Development economics and emerging markets	9	International marketing and sustainability	7
Strategic control and performance management	9	<i>You have to choose one of the following courses:</i>	
Organizational behavior and human resource management	8	• Business, markets and competition	7
Governance and accounting of SMEs	9	• Industrial policy for SMEs	7
Statistics for economics and business	8	Financial management	7
Logistics and operations management	7		
		ELECTIVE COURSES	
		<i>You have to choose one of the following courses:</i>	
		• Internship (4 ECTS)	
		• Workshop (4 ECTS)	
		• Foreign Language (4 ECTS)	
		<i>You have to choose 14 ECTS among of the following suggested courses:</i>	
		• Applied econometrics (7 ECTS)	14
		• Policies for sustainability and local development (7 ECTS)	
		• Project work (7 ECTS)	
		• Environmental economics and policy (7 ECTS)	
		• Economics of innovation (7 ECTS)	
		• Business, markets and competition (7 ECTS) (if not already chosen)	
		• Industrial policy for SMEs (7 ECTS) (if not already chosen)	
		Master Thesis (Research Project and Dissertation)	14

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*SMEs in international markets is an international Master's degree for Italian and non-Italian students.*

*Foreign students are welcome and exchange programmes like Erasmus+ are strongly encouraged and supported.*