

Short Specialisation degrees 2021/2022

International Business for Small and Medium Enterprises – MIBS (academic path in “Supporting SME Internationalisation and Web Marketing”; academic path in “Finance and Law for International Business”)

Professional outlets: The Master aims at training expert professional profile in the management of internationalization at management level and business processes, making the student able to define and evaluate a project idea, preparing a business plan and establishing a marketing plan, including through the tools of the web and social media. The sector of employment will be in companies and organizations, where the propensity to internationalization is high. The professional figure created for the course "Supporting SME Internationalization and Web marketing" is that of junior manager related to the activities of export managers, project managers, global supply chain managers, marketing managers, social media managers and similar activities.

Director: Fiorenza Belussi

Level: 1

Duration: one-year

Period: November 2021 / September 2022

Teaching method: taught class / distance learning

Language: English

Short Specialization degree's location: Dipartimento di Scienze Economiche e aziendali "M. Fanno" – DSEA, Via Ugo Bassi, 1 - 35131 Padova

Places available: min: 15 / max: 40

Registration fee: Euro 6.322,50

Criteria for selection: evaluation of qualifications and possible oral examination

Application submission deadline: October 8th, 2021

Website: <http://unismart.click/master-mibs>

For information: 049 8271228; master.economia@unipd.it