

Sapienza Università di Roma
Facoltà di "Economia" e "Scienze politiche, Sociologia, Comunicazione"
Università degli Studi della Tuscia
Dipartimento di Economia, ingegneria, società e impresa

Master of science					
Economics and communication for management and innovation					
2023					
<i>(in lingua inglese)</i>					
doppio titolo (italo-russo e italo-rumeno)					
Sapienza Università di Roma					
- Moscow State Institute of international relations (MGIMO), Russian Federation					
- Bucharest University of economic studies - Romania					
- Southern Federal University – the Institute of Management in Economic, Ecological and Social Systems (Rostov-on-Don - Russian Federation)					
- North-Caucasus Federal University (NCFU), Russian Federation					
<i>Classe LM-77 Scienze economico-aziendali</i>					
		Activities formative	Scientific disciplinary sector	Credits	Total credits
First year					
<i>First semester</i>					
1	Innovation and organization of companies	B	SECS-P/08	9	24
2	Digital content processing	C	INF/01	9	
3	European Union law	B	IUS/14	6	
<i>Second semester</i>					
1	Business information systems	B	SECS-P/13	9	33
	<i>Strategies and tools</i> 6 cfu	B			
	<i>Business cases</i> 3 cfu	B			
	2	Enterprise communication management	C	SPS/08	
3	Industrial Economics and Game Theory	B	SECS-P/02	6	
4	Innovation and Economic Development	B	SECS-P/01	6	
Second year					
<i>First semester</i>					
1	Bank corporate governance	B	SECS-P/11	6	24
2	Digital transformation and data management	B	SECS-P/13	9	
3	Statistics for business and decision making	B	SECS-S/01	9	
	<i>Statistics for business and decision making</i> 6 cfu	B			
	<i>Statistics for consumer research</i> 3 cfu	B			
<i>Second semester</i>					
1	One of the following modules chosen by students:			9	9
	Customer satisfaction and customer behavior	C	SPS/07 M-PSI/05		
	<i>Customer satisfaction</i> 6 cfu	C	SPS/07		
	<i>Customer behavior</i> 3cfu	C	M-PSI/05		
	European data law in a global digital economy 1 anno 2 sem	C	IUS/01		
	International law 1 anno 2 sem	C	IUS/13		
	Planning and strategic management 1 anno 1 sem	C	SECS-P/08		
	Quality and sustainability management 1 anno 2 sem	C	SECS-P/13		
	Solo Percorso formativo "Minor"	==	===		
	Entrepreneurship technologies and sustainability 1 anno 1 sem	==	===		
	- <i>Enterprise start-up and entrepreneur</i> 1 cfu	C	ING-IND/35		
	- <i>Business idea and business model</i> 1 cfu	C	SECS-P/13		
	- <i>Communicating your idea and obtaining funding</i> 1 cfu	C	SECS-P/08		
	- <i>Company experiences</i> 3 cfu	C	SECS-P/13		
	- <i>Creating value and supporting the growth of a start-up</i> 1 cfu	C	SECS-P/13		
	- <i>Lab of business creation</i> 1 cfu	C	INF/01		
	- <i>From a business idea to the startup establishment</i> 1 cfu	C	IUS/04		
1	One module chosen by student	D	===	9	9
1	Further training <i>(Further knowledge for placement on the job market)</i>	F	===	3	3
1	Dissertation	E	===	18	18
Total credits				120	120