

Master of science					
Economics and communication for management and innovation					
2025					
doppio titolo (italo-rumeno) Sapienza Università di Roma - Bucharest University of economic studies - Romania - Bucharest University of economic studies - Romania (Master in Digital Business and Innovation)					
<i>Classe LM-77 Scienze economico-aziendali</i>					
	Activities	Scientific	Credits	Total	
First year					
First semester					
1	Management of innovation and artificial intelligence <i>Management of innovation</i> 6 cfu <i>Artificial intelligence foundations and applications</i> 3 cfu	B B B	SECS-P/08	9	24
2	Digital transformation and data management	B	SECS-P/13	9	
3	European Union law	B	IUS/14	6	
Second semester					
1	Business information systems <i>Strategies and tools</i> 6 cfu <i>Business cases</i> 3 cfu	B B B	SECS-P/13	9	33
2	Enterprise communication management	C	SPS/08	12	
3	Globalization and Economic Development	B	SECS-P/01	6	
4	Industrial economics and innovation	B	SECS-P/02	6	
Second year					
First semester					
1	Bank corporate governance	B	SECS-P/11	6	24
2	Digital content processing	C	INF/01	9	
3	Statistics for business and decision making <i>Statistics for business and decision making</i> 6 cfu <i>Statistics for consumer research</i> 3 cfu	B B B	SECS-S/01	9	
Second semester					
1	One of the following modules chosen by students:			9	9
	Customer satisfaction and customer behavior <i>Customer satisfaction</i> 6 cfu <i>Customer behavior</i> 3 cfu	C C C	SPS/07 M-PSI/05 SPS/07		
	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	==	===		
	- Enterprise start-up and entrepreneur 1 cfu	C	ING-IND/35		
	- Business idea and business model 1 cfu	C	SECS-P/13		
	- Communicating your idea and obtaining funding 1 cfu	C	SECS-P/08		
	- Company experiences 3 cfu	C	SECS-P/13		
	- Creating value and supporting the growth of a start-up 1 cfu	C	SECS-P/13		
	- Lab of business creation 1 cfu	C	INF/01		
	- From a business idea to the startup establishment 1 cfu	C	IUS/04		
2	One module chosen by student	D	===	9	
3	Further training (Further knowledge for placement on the job market)	F	===	3	3
4	Laboratory of Innovative Skills	F	===	3	
5	Laboratory of Research Methodologies and Applied Bibliometrics	F	===	3	
	Dissertation	E	===	18	18
Total credits					120