



TRADE E CONSUMER MARKETING (TRADE)

Classe LM77 - Lauree magistrali in Scienze Economico-Aziendali

Presidente Prof.ssa Cristina Ziliani

DOUBLE DEGREE – Hochschule Bochum (Germania)

studenti immatricolati a.a. 2017/2018

Primo anno

#	Insegnamento	Moduli	SSD	CFU	Semestre Lezioni
1	Channel Management		SECS-P/08	8	1
2	Brand Management		SECS-P/08	7	1
3	Understanding Global Economy		SECS-P/02	8	2
4	Shopper marketing	Shopper Marketing	SECS-P/08	5	2
		Retail Marketing	SECS-P/08	5	2
5	Modern Retail Development		SECS-P/12	9	2
6	Statistics for Management		SECS-S/01	5	1
7	Business English (B2)		L-LIN/12	3	1
	Optional course di Trade a Parma (si veda lista esami liberi)			8	1 e 2
	Tirocinio			4-6-8	

Secondo anno – Insegnamenti obbligatori a Bochum in Lingua Inglese

#	Insegnamento		SSD	CFU	Semestre Lezioni
1	Strategic management		SECS-P/08	7	1 e 2
2	Leadership/Management in an International Context		SECS-P/08	7	1 e 2
3	Research Methods		SECS-S/01	9	1 e 2
4	Production and Logistics Management		SECS-P/08	7	2
5	International Sales Management		SECS-P/08	6	1
6	The global economy		IUS/04	6	1 e 2
7	Intercultural competence + German language course		SECS-P/08	6	1 e 2



UNIVERSITÀ DI PARMA

DIPARTIMENTO DI SCIENZE
ECONOMICHE E AZIENDALI

Prova Finale

	SSD	CFU
Thesis	PROFIN	10
Discussion	PROFIN	4
Preparation for final dissertation – mod. 1	SECS-P/08	8
Preparation for final dissertation – mod. 2	SECS-P/08	8

Totale cfu Minimi Percorso	120
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