



MIBS

Master in International
business for small and
medium enterprises:
*supporting SME
internationalization and web
marketing*

OPEN DAY
September 18th , 2023

The master aims to build professional profiles that integrate two competencies: internationalization and marketing.



THE PROGRAM

1. INTERNATIONAL BUSINESS

2. STRATEGY AND BUSINESS PLAN

3. INTERNATIONAL PAYMENTS AND
DOCUMENTARY CREDITS

4. INTERNATIONAL ACCOUNTING

5. SUSTAINABILITY, CIRCULAR ECONOMY, AND
GLOBAL SUPPLY CHAIN

6. INNOVATION MANAGEMENT AND PATENT
INTELLIGENCE

THE PROGRAM

7. INTERNATIONAL MARKETING

8. WEB COMMUNICATION AND DIGITAL MEDIA MARKETING

9. WEB AND E-COMMERCE DESIGN

10. WEB AND DATA ANALYTICS

HOW ARE LESSONS STRUCTURED?

- Interactive teaching with case studies and live testimonials
- Exam for each module □ group projects, presentations, in some cases written exams with applied cases
- Lessons take place on Fridays and Saturdays, from 9am to 6 pm

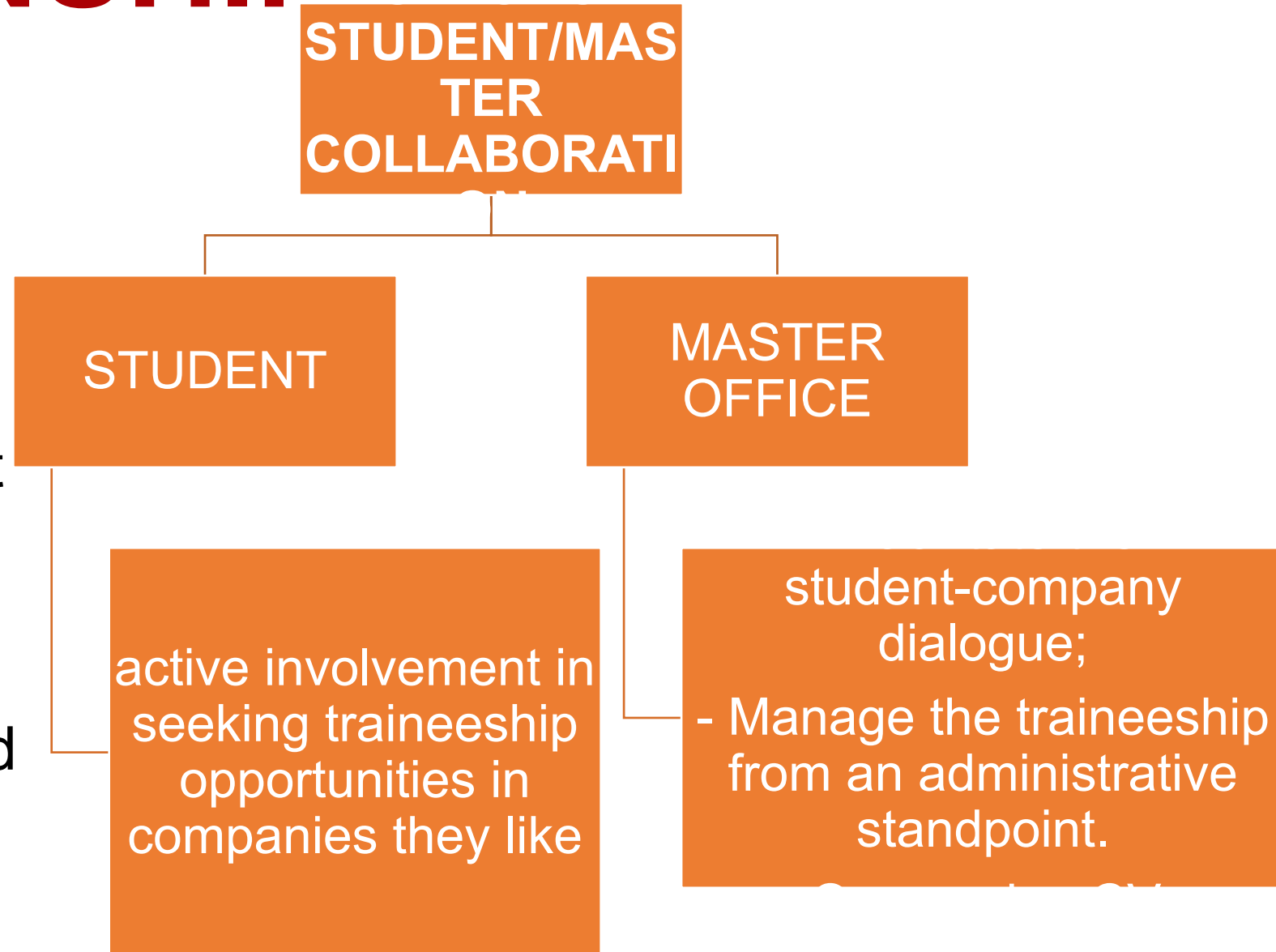


INFORMATION

Entry Requirements	First-cycle degree (Bachelor's degree); Good knowledge of English (no official certificate is required)
ECTS	60 ECTS
Language	English
Teaching method	Blended (in-person/ online)
Attendance	70% mandatory attendance (224 h out of 320 h)
Tuition fee	€ 5.022,50 (single instalment)

THE INTERNSHIP

- Recommended and supported by Master Office staff but **not mandatory**
- If a student decides to start an internship it should be at least **500 hours long** (3 months)
- It is important the first contact needs to be initiated by the student himself



WHAT SHOULD YOU EXPECT FROM THE INTERNSHIP?



STUDENT WANTED TO START AN INTERNSHIP AS MANAGER



... still looking for a job

STUDENT ENTERING THE JOB MARKET FOR THE 1st TIME

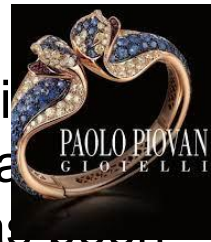


- Starting as back office before transitioning to the role of export manager
- Starting in the sales dept. (Italy) hired after 1 year



STUDENT WITH PREVIOUS UNRELATED JOB EXPERIENCE

Starting her role in marketing and transition to the sales department and after 6 months she has been hired



STUDENT ALREADY WORKING THAT WANT TO EXPLORE AND CLARIFY HIS CAREER GOALS

- Internal upgrade
- Upgrade change



THE FINAL PROJECT WORK

Project work can be differently structured and topic differently organized according to three situations:

- 1) NORMAL PROJECT WORK RELATED TO YOUR INTERNSHIP
 - 2) NORMAL PROJECT WORK UNRELATED TO YOUR INTERNSHIP
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- 60 pages;

- Structure:

Chapter 1: Theoretical analysis of your topic

Chapter 2:

Presentation and description of your company

Chapter 3: Application of the theoretical issue

3) EXCEPTIONAL PROJECT WORK (if you have not done the internship)

- roughly 90 pages;

- structure:

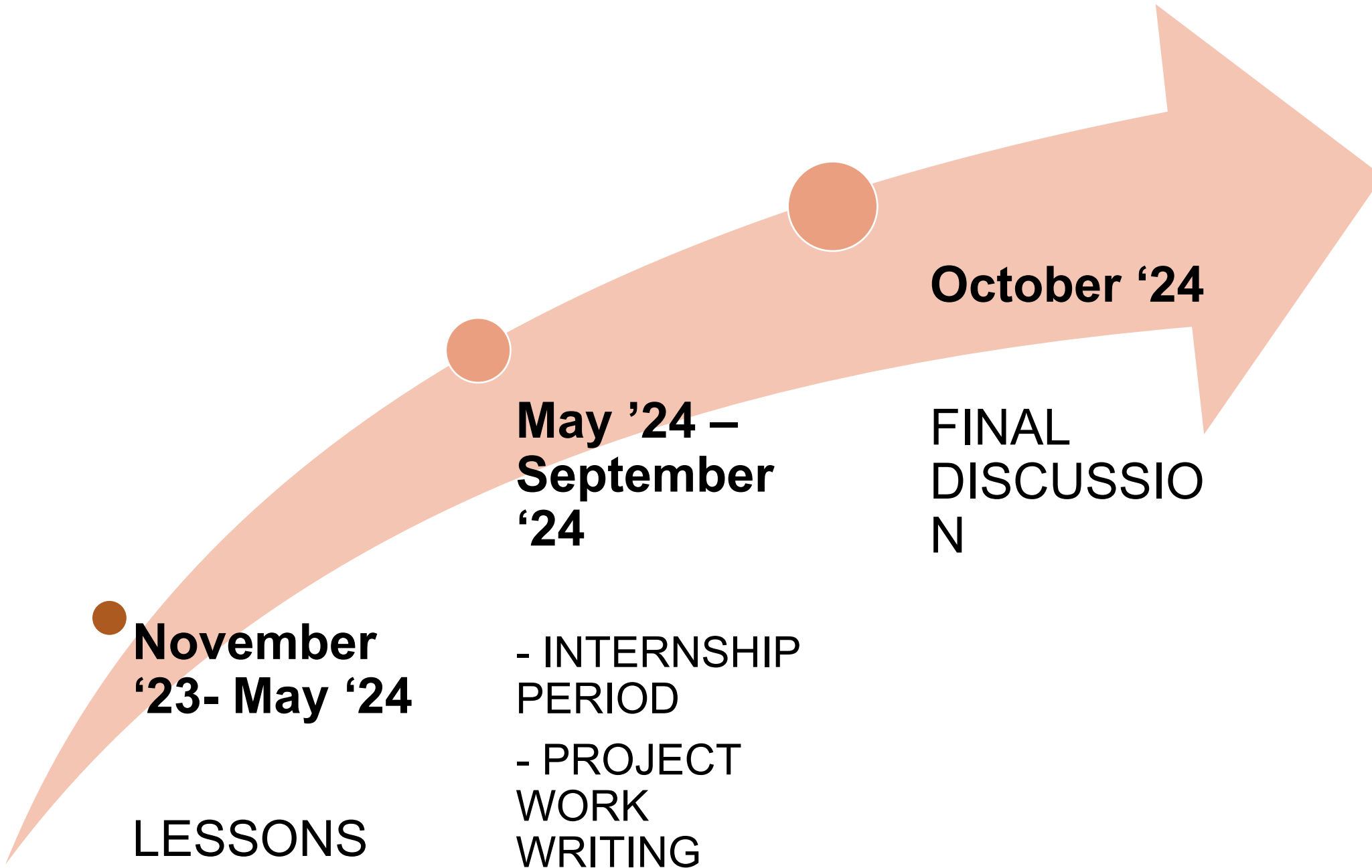
Chapter 1: General theoretical topic (background literature review)

Chapter 2: Focus on a specific theoretical issue within the general topic (detailed literature review)

Chapter 3: Methodology for analysis (single case study, comparison across companies, survey)

Chapter 4: Results of analysis to be supported with interviews, data

- You need to identify a **supervisor** who is confident with your topic, who can assess your idea, validate the structure, drive the project development, suggest some improvements and references. Supervisors are not required to proofread your project, they only are asked to give you recommendations and suggestions.



November '23- May '24

LESSONS

May '24 – September '24

- INTERNSHIP PERIOD
- PROJECT WORK WRITING

October '24

FINAL DISCUSSION

DEADLINES

Pre-enrollment deadline

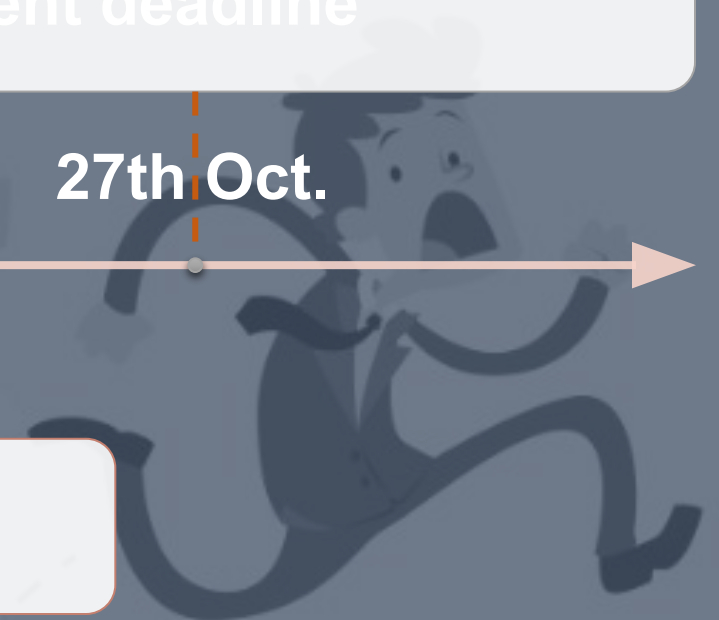
6th Oct.
(at 12.30)

Enrollment deadline

27th Oct.

19th Oct.

Publication of rankings



CONTACT US AT:

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