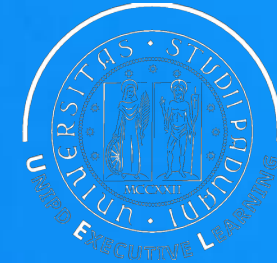


DIGITAL OPEN WEEK



UEL
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MIBS

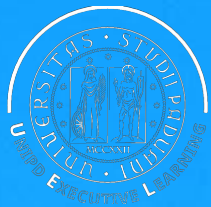
MASTER IN INTERNATIONAL BUSINESS FOR SMEs

First-level Executive Master

Director: Ivan De Noni

Vice-director: Andrea Ganzaroli

Academic Year 2024/2025



WHY SHOULD I ENROLL IN THE MASTER MIBS?

ECONOMIA ITALIANA & TREND

Vola l'export italiano: 679 miliardi nel 2025 e 4% di crescita nei prossimi 2 anni. L'analisi di Sace

Dopo un 2023 caratterizzato da una relativa debolezza degli scambi di merci, il valore delle esportazioni italiane di beni registrerà un +3,7% quest'anno

25 Giugno 2024



A caccia di esperti digitali: le imprese padovane non trovano oltre 6mila lavoratori con competenze avanzate

29 Agosto 2024

Digitale ed export, da Regione e Unioncamere oltre 1,6 milioni per le micro, piccole e medie imprese

Dalle nuove competenze al business online, dal marketing digitale alla partecipazione a fiere e internazionali. Domande dal 2 al 20 settembre 2024 per progetti da realizzare nel 2025. Il 30 luglio il webinar dedicato a tutte le novità



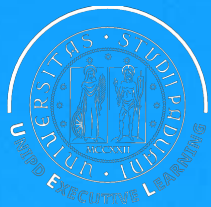
Redazione

22 luglio 2024 12:41

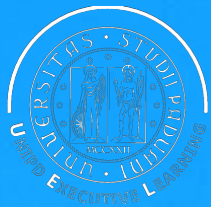


Digital export: why your business can't do without it

Digital export has long been a topic of discussion, but still many **small and medium-sized enterprises** have not taken it on board.

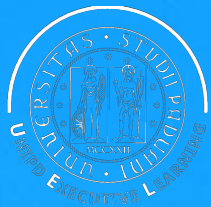


The master aims to build professional profiles that integrate two competences: **internationalization** and **digital marketing**



OUR NUMBERS

- **9**: the **successful editions completed** since 2014, a testament to the program's excellence;
- **More than 180**: **graduated students** who have experienced and valued the benefits of the course, gaining essential skills for their internship and professional careers;
- **320**: **hours of training** led by national and international academic instructors and industry marketing professionals;
- **60**: recognized **university credits**, a valuable opportunity to enhance your academic journey;
- **6.000€**: **Enrollment fees.**



LECTURES

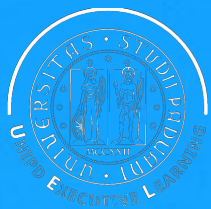
Start date: November 22, 2024 (until the end of May)

Days: Fridays and Saturdays (9.00-13.00 e 14.00-18.00)

Modality: Blended (in-presence and online). Slides and lessons recordings will be made available on the MIBS page on Moodle.

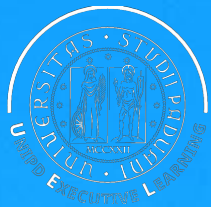
Attendance: 70%

Course Venue: Department of Economics and Management, Via Bassi 1 Padova (online – through Zoom)



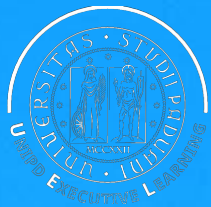
THE PROGRAM





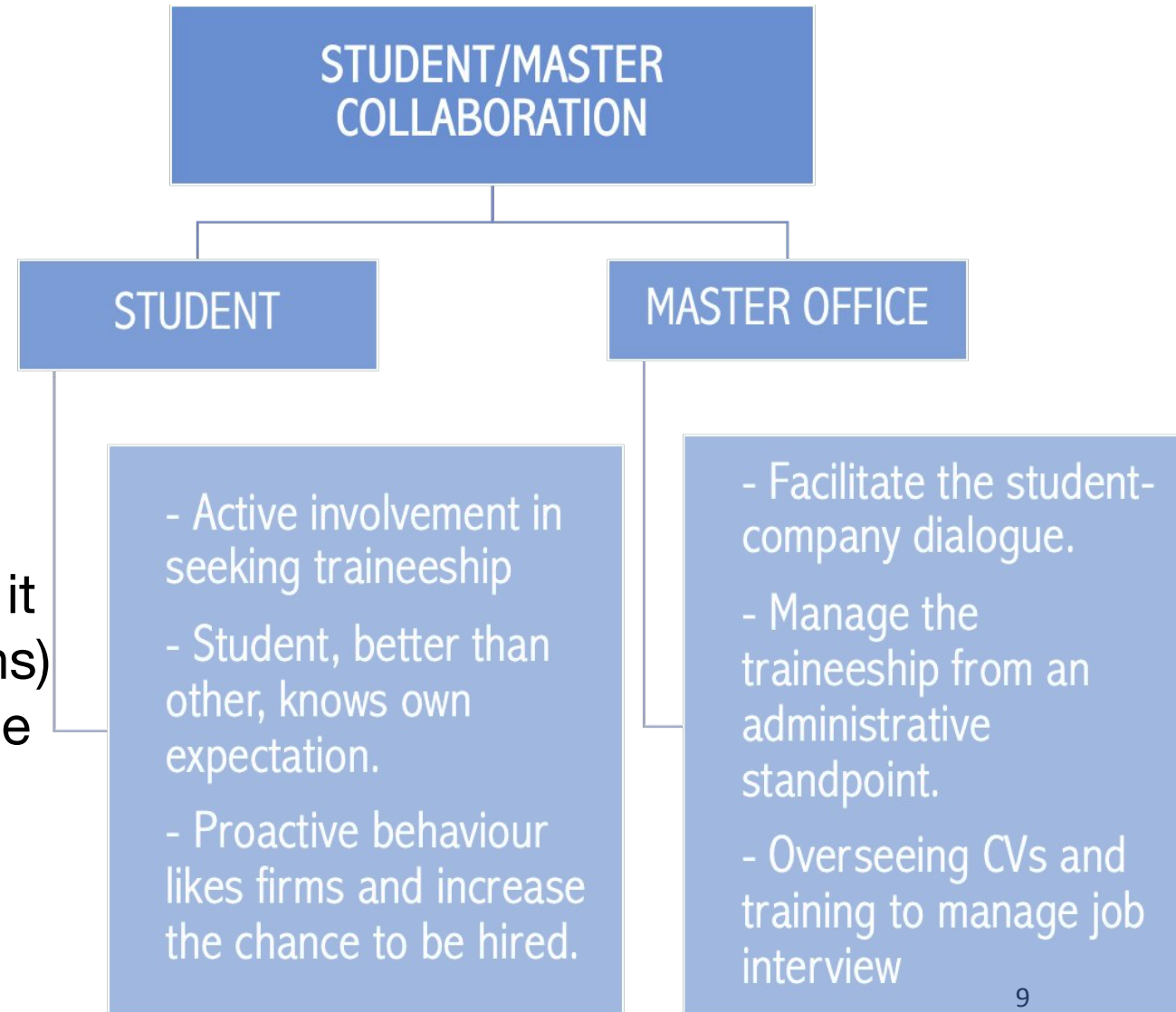
Digital marketing competences

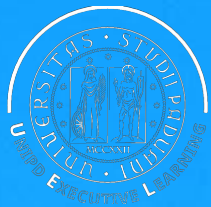




THE INTERNSHIP

- **The internship is recommended and highly supported** by Master Office staff.
- **However it is not mandatory to achieve the Master title.**
- 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





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

- 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 to internship experience/ future perspective

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

- roughly 90 pages;

- structure:

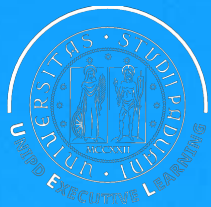
Chapter 1: General theoretical topic (background literature review)

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 collection, qualitative and quantitative analysis.

- A supervisor needs to be identified among Master's professors. Someone who is more 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.



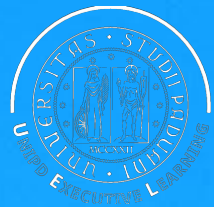
FINAL DISCUSSION AND DIPLOMA

When: October 2025

Final exam: Presentation of the individual project work in front of a commission.

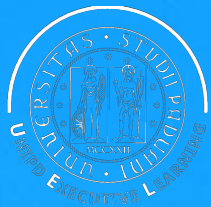
You will obtain the diploma issued by the University and also an open badge.



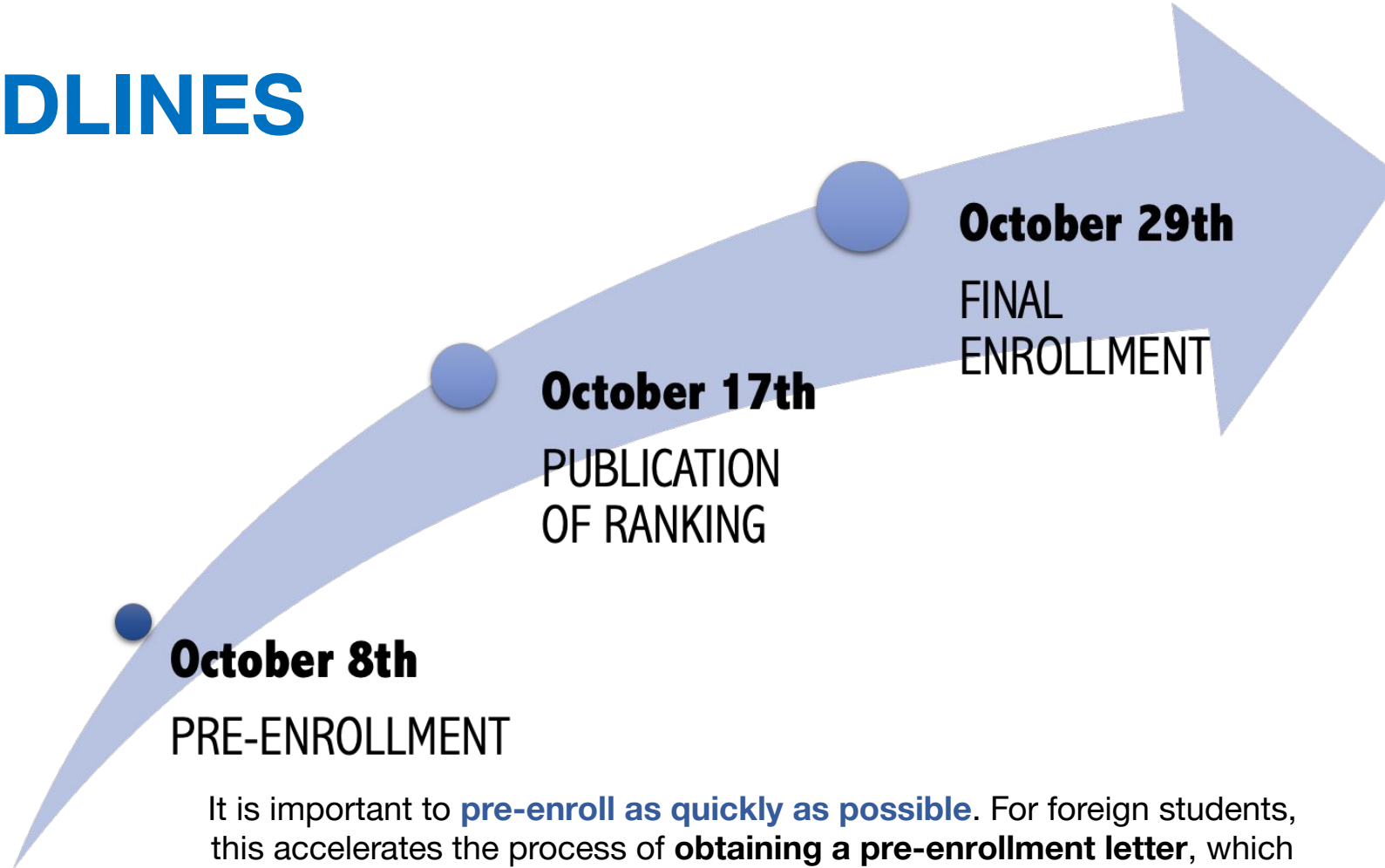


SELECTION PHASE

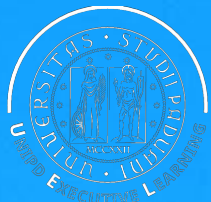
- ✓ **Spots available:** from 15 (min.) to 40 (max.).
- ✓ **Compulsory requirements:** Bachelor's degree (all fields) and good knowledge of English.
- ✓ **Preferential requirements:** To hold or have held the role of entrepreneur. To hold or have held the role of manager (even in functions not directly related to marketing but still potentially impacted by digitalization processes). To have held positions (at various levels) and performed functions related to communication, marketing, and/or international business.



DEADLINES



It is important to **pre-enroll as quickly as possible**. For foreign students, this accelerates the process of **obtaining a pre-enrollment letter**, which is a prerequisite **for applying for a visa**. For all students, the **pre-enrollment time is used as a ranking criterion** in case of equal scores.



PRE-ENROLLMENT PROCEDURE

1. Register on <https://pica.cineca.it>
2. Choose the university of Padova and look for «ammissione Master area finanza, diritto e rapporti internazionali» (as shown in the picture)
3. Enter clicking on «manage your applications» and then fill the form

More detailed procedure here

https://www.unipd.it/sites/unipd.it/files/2024/domanda_Pica_istruzioni_ENG_2024-2025.pdf



UNIVERSITÀ DEGLI STUDI DI PADOVA

BACKOFFICE ENTE →

master

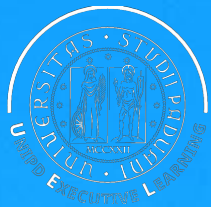
Tipologia / Category Tutti / All

Bandi / Calls Recenti / Latest

Cod: master-finanza-2024

AMMISSIONE MASTER A.A 2024/2025 AREA FINANZA, DIRITTO E RAPPORTI INTERNAZIONALI

27-06-2024 12:00 08-10-2024 12:30 Master e Corsi / Master and Courses



USEFUL CONTACTS

Master Director: Prof. Ivan De Noni

Department of Economics and Management 'Marco Fanno', Torre

Economia C3, Via Bassi 1, 35131 Padova

Master Office - 4th floor

Office hours: Monday - Friday 09.30 - 14.30

Formazione viva.



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