

**Sapienza Università di Roma**  
**Facoltà di "Economia" e "Scienze politiche, Sociologia, Comunicazione"**  
**Università degli studi di Teramo**  
**Facoltà di "Scienza della comunicazione"**

<b>Corso di studio in</b> <b>Economia e comunicazione per il management e l'innovazione</b> <b>Master of science in</b> <b>Economics and communication for management and innovation</b> <b>2018</b> <b>sede di Roma</b> <b>curriculum in Economics and communication for management and innovation</b>					
<b>Classe LM-77 Scienze economico-aziendali</b>					
		Activities formative	Scientific disciplinary sector	Credits	Total credits
<b>First year</b>					
<i>First semester</i>					
1	Digital content processing	C	INF/01	9	24
2	European Union law	B	IUS/14	6	
3	Innovation and organization of companies	B	SECS-P/08	9	
<i>Second semester</i>					
1	Business information systems	B	SECS-P/13	9	33
	<i>Strategies and tools</i> <span style="float: right;"><i>6cfu</i></span>	B	SECS-P/13		
	<i>Business cases</i> <span style="float: right;"><i>3cfu</i></span>	B	SECS-P/13		
2	Enterprise communication management	C	SPS/08	12	
3	Industrial economics and policy	B	SECS-P/02	6	
4	Managerial economics	B	SECS-P/01	6	
<b>Second year</b>					
<i>First semester</i>					
1	Customer satisfaction and customer behavior	C	SPS/07 M-PSI/05	9	24
	<i>Customer satisfaction</i> <span style="float: right;"><i>6 cfu</i></span>	C	SPS/07		
	<i>Customer behavior</i> <span style="float: right;"><i>3cfu</i></span>	C	M-PSI/05		
2	Data and multimedia systems	C	INF/01	9	
3	International banking and capital markets	B	SECS-P/11	6	
<i>Second semester</i>					
1	Applied statistics	B	SECS-S/01	6	6
1	One module chosen by student	D	===	9	9
1	Further training (Art . 10 , paragraph 5 , letter d - D.M. 270/04 ) ( <i>Further knowledge for placement on the job market</i> )	F	===	3	6
	Further training (Art . 10 , paragraph 5 , letter d - D.M. 270/04 ) ( <i>Job training and guidance</i> )	F	===	3	
1	<b>Dissertation</b>	E	===	18	18
<b>Total credits</b>				<b>120</b>	<b>120</b>