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

Corso di studio in
Economia e comunicazione per il management e l'innovazione
Master of science in
Economics and communication for management and innovation
2019
sede di Roma
curriculum in Economics and communication for management and innovation

Classe LM-77 Scienze economico-aziendali

		Activities formative	Scientific disciplinary sector	Credits	Total credits
First year					
	First semester				
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	
	Second semester				
1	Business information systems	B	SECS-P/13	9	33
	Strategies and tools ***6cfu***	B	SECS-P/13		
	Business cases ***3cfu***	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	
Second year					
	First semester				
1	Applied statistics	B	SECS-S/01	9	24
2	Digital transformation and data management	B	SECS-P/13	9	
3	International banking and capital markets	B	SECS-P/11	6	
1	One module chosen by student	D	===	9	9
	Second semester				
1	Customer satisfaction and customer behavior	C	SPS/07 M-PSI/05	9	9
	Customer satisfaction *6 cfu*	C	SPS/07		
	Customer behavior *3cfu*	C	M-PSI/05		
1	Further training (Art . 10 , paragraph 5 , letter d - D.M. 270/04) *(Further knowledge for placementt on the job market)*	F	===	3	3
1	**Dissertation**	E	===	18	18
	Total credits			**120**	**120**