

Sapienza Università di Roma
Facoltà di "Economia" e "Scienze politiche, Sociologia, Comunicazione"
Università degli Studi della Tuscia
Dipartimento di Economia, ingegneria, società e impresa

Master of science in
Economics and communication for management and innovation
2021

(in lingua inglese)
doppio titolo (italo-russo e italo-rumeno)
Sapienza Università di Roma/Moscow State Institute of international relations (MGIMO)
Sapienza Università di Roma/Bucharest University of economic studies

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
	<i>Strategies and tools</i> 6cfu	B			
	<i>Business cases</i> 3cfu	B			
2	Enterprise communication management	C	SPS/08	12	
3	Industrial Economics and Game Theory	B	SECS-P/02	6	
4	Innovation and Economic Development	B	SECS-P/01	6	
Second year					
First semester					
1	Digital transformation and data management	C	SECS-P/13	9	24
2	International banking and capital markets	B	SECS-P/11	6	
3	Statistics for business and decision making	B	SECS-S/01	9	
	<i>Statistics for business and decision making</i> 6 cfu <i>Statistics for consumer research</i> 3cfu	B			
Second semester					
1	Customer satisfaction and customer behavior	C	SPS/07 M-PSI/05	9	9
	<i>Customer satisfaction</i> 6 cfu	C	SPS/07		
	<i>Customer behavior</i> 3cfu	C	M-PSI/05		
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	3
1	Dissertation	E	===	18	18
Total credits				120	120