



Economics Faculty

## The Second-Cycle Degree Course in Business Management and Digital Technologies

### The Degree Course

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The second-cycle (master level) degree course in Business Management and Digital Technologies is aimed at training professional profiles able to exploit the tools supplied by the digital technologies in business management. Actually, in more and more globalized and competitive markets businesses need new professional profiles capable of exploiting the digital technologies to enhance the efficiency, effectiveness and competitiveness of their own organizations. This second-cycle degree course is, therefore, aimed at training specialized profiles in business management and auditing, specialized profiles in the marketing sector of businesses working in the field of information and communication technologies and experts in the field of business economics and new technologies. In brief, this second-cycle degree course develops a highly-qualified professional profile having also high-level managerial and technological skills, deeply aware of the economic-legal implications of the innovative aspects of the ICTs, consequently able to work in highly competitive environments and in private and public companies, in which the digital technologies are a strategic factor in terms competitiveness. This second-cycle degree course in Business Management and Digital Technologies is structured upon the consolidated psycho-pedagogic model designed by the International Telematic University UNINETTUNO and is divided into two years. Its educational offer is definitely based on the highest quality standards thanks to the collaboration of internationally renowned lecturers. Thanks to its videolections, supplemented by multimedia educational materials and virtual classrooms in which the course contents are deepened, the students are constantly supported by teachers and tutors to complete their study path successfully.

# Study Programme

## Second-Cycle Degree Course in Business Management and Digital Technologies

### I YEAR

- Economics of innovation
- Digital technologies for businesses
- Big data and database management
- International financial accounting
- IT for the network organization
- Marketing, e-business, e-commerce
- Public law for economics

### II YEAR

- Globalization economic policy
- Public management and e-government
- Management of business innovation
- Advanced web-based technologies
- Free-choice Modules
- Other Activities (computer skills, internships, additional languages etc.)
- Final Exam

## How to enrol

Enrolments can be made only on the Internet, in the area devoted to the Administrative Secretariat of the portal [www.uninettunouniversity.net](http://www.uninettunouniversity.net).

Payments can be made online by credit card or bank transfer or postal service.

zione 1: Argomenti

[Introduzione](#)

["Economia aziendale nasce in Italia nel corso degli anni '20 ad opera del Prof. Gino Zappa.](#)

[I rapporti con la Sanoneria.](#)

[I rapporti con le Tecniche.](#)

[I rapporti con l'Organizzazione.](#)

[Il valore unificante dell'Economia aziendale.](#)

Materiale didattico relativo a questa lezione

- [Slides](#)
- [Libri e articoli](#)
- [CD-Rom](#)
- [Bibliografia](#)
- [Sitografia](#)
- [Laboratorio virtuale](#)
- [Esercizi](#)
- [Aule Virtuali Svolte](#)

Videolesson of Prof. Federico Carli