



Regulations of the Study Course in Business Management and Digital Technologies (Class LM-77)

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1. Premises and aims

The present Regulations govern the organizational and teaching aspects of the Course of Studies of the Second-Level (Laurea Magistrale) in Business Management and Digital Technologies (class LM-77), belonging to the Faculty of Economics, in accordance with the regulations in force, the Statute of the International Telematic University UNINETTUNO, the University Didactic Regulations, as well as other regulations in force.

The competent collegial body is the Faculty Council, which carries out its activities in accordance with the Statute and the regulations in force on the subject, in so far as they are not governed by these Regulations.

2. Access modes

In order to be admitted to the Degree Course in Business Management and Digital Technologies it is required to hold a three-year degree.

The enrollment to the Study Course takes place without access test. Access to the course is direct if the student is in possession of a three-year degree in economic or business disciplines, while for other types of three-year degrees, there is provision for the assessment of any training debts by the Credit Recognition Commission, which must be recovered in accordance with the procedures established by the Commission itself.

Enrolment can take place throughout the Academic Year in order to assure the highest degree of flexibility of access and it is possible thanks to the three course delivery period envisaged for each academic year and each course.



3. Rules for ECTS University Training Credits recognition

Students can request the recognition of ECTS University Training Credits deriving from professional activities and previous certified study paths even if not completed.

The Board of Directors will also decide on the recognition of ECTS University Training Credits for certain professional categories. The deliberations will be published as soon as they are approved.

The acknowledgment of ECTS University Training Credits must always be requested through an application addressed to the Rector. On the University portal, in the section "Student Secretariat", "ECTS Credits Acknowledgement", there are available the forms "Application for ECTS Credits Acknowledgment" and "Form for ECTS Credits Acknowledgment".

The Course of Study appoints a ECT Credits Acknowledgement Committee composed of professors and researchers. The committee engages in responding to ECTS credits acknowledgement applications received within 3 days of receipt.

4. Structure of the study programs

The study course in short

The second-cycle degree course in Business Management and Digital Technologies is primarily aimed at training professional profiles capable to face, in an effective and efficient way, the many changes resulting from the digital revolution linked to the Information and Communication Technologies (TIC) in the various economic sectors such as the industrial, services ones and in the Public Administration (PA).

The graduate in Business Management and Digital Technologies must be able to manage the changes in the organizational schemes of companies or PA also induced by ICT and identify, together with other technical experts, the spaces for process and product innovation. Graduates must then be able to develop new products, services and solutions related to ICT, identify new business opportunities, define innovative marketing strategies, promote new marketing channels and, more generally, new sales strategies. Finally, the graduate in Business Management and Digital Technologies must understand the structure of the market in which ICT is inserted and know the main regulatory issues.

In summary, the second-cycle degree course in Business Management and Digital Technologies develops a highly qualified professional with managerial and technological skills, with economic and legal understanding of innovative aspects related to ICTs, consequently, able to work in highly competitive environments where ICTs are a strategic factor in terms of competitiveness.

The second-cycle degree course in Business Management and Digital Technologies is lasts two years. During the first year the specialized skills are provided as regards theoretical models related to the economics of innovation, corporate management with particular attention to the use of ICT, marketing strategies, application of e-commerce models for the promotion and communication as well as legal concepts related to the relationship between digital technologies and the banking and financial sector. To complete the competencies' framework that the graduate should possess to occupy management positions, even in

enterprises operating in the global markets, elements of international accounting are also provided. Finally, the skills of the first year are completed by means of the acquisition of knowledge related to the information processing systems, also with statistical approaches, and to the use of digital technologies in business management.

During the second year, courses aimed at further enhancing the skills needed to manage innovative businesses also with reference to the public sector and to the e-government applications with a special focus again on new technologies and on the analysis of the global markets and of the new development trends in a worldwide setting are delivered.

The course is delivered in the Italian and in the English language.

Teaching regulations and study program

See annex 1

5. Structure of the teaching activities

The teaching method of the Study Course in Business Management and Digital Technologies, as per UNINETTUNO's psycho-pedagogic didactic model, is consistent with the access modes. It does not follow the traditional six-month scheme. Teaching is provided three times during the academic year, even if, starting from their enrolment, the students have access to all the course contents available in the Didactic Cyberspace without constraints of course delivery periods.

The course delivery period, however, must give the student the opportunity to be followed in his learning processes by the teacher / tutor of the subject both at a distance through the interactive tools available in the portal UNINETTUNO, both in the face to face meetings as defined by the Schedule of Educational Activities published on the University portal.

When enrolled in a specific module, the student is included into a class and associated with one of the Tutors of the module.

For the Study Course in Business Management and Digital Technologies, each class may consist of a maximum of 20 students. Each course delivery period has a duration of two and a half months.

The students, through their own "Student's Page" and the "My Courses" feature, autonomously enroll in the disciplines of their interest. Students can choose to enroll in a module independently, respecting the constraints of propaedeuticity and year of enrolment.

6. Preparation of the course contents

The Faculty Council by the first week of July defines the courses to be produced and the updating of the existing ones. It appoints the Lecturers authoring the contents, the Area Teachers and Tutors, whose appointments are then submitted to the opinion of the Academic Senate and approved by the Board of Directors.

With regard to the preparation of new courses, the Video Teacher appointed is trained to the new language he must use to teach through video, and to the relationship between video language and languages used in the teaching model of the UNINETTUNO platform.

He is also trained to prepare texts, lecture notes, exercises, webographies and bibliographies that must be linked to the individual contents of each video lesson that is part of the entire academic course.

As far as the updating of contents is concerned, Area Teachers are in charge of checking the obsolescence of the contents of the discipline to which they refer to, and of working together with the Tutor both to update the contents of the videoleasons and to post new teaching materials related to the videoleasons in the platform.

For these activities (posting of the didactic materials in the platform), guidelines are provided which the Teachers must follow in order to prepare the materials, such as the model of indexing of the videoleasons and the methods for the realization of the bookmarks and then the preparation of the support material.

7. Course delivery

As have already indicated, the course delivery starts when the Teacher/Tutor follows the students' learning process.

At the beginning of each delivery period, the Teacher/Tutor is required to send all students a welcome letter, according to the standard model provided by the University, adapted to the specificity of their course.

He starts his activity by indicating in the Agenda the day in which he will deliver an introductory Virtual Classroom to the course in which he will explain both the content of the course but also the methods to develop self-learning and interactive sessions through chats, virtual classrooms and forums, and indicate the methods to develop collaborative learning. The Teacher/Tutor always in the first virtual classroom, shows how the Agenda must become the tool with which both students and teachers plan interactive activities.

The Teacher/Tutor provides students with indications on how to use the Virtual Workshops and exercises section and how to implement their own self-assessment processes that will be the tracing of their self-learning activities and the tracing of interactive activities with the Tutor.

The Teacher/Tutor also indicates that the quality of the tracing is an element of mid-term evaluation that becomes the basis to be then admitted to the examination.

The other Virtual Classroom sessions are decided autonomously by the Teacher/Tutor or specifically requested by the students.

When delivering the Virtual Classrooms, the Teacher/Tutor will have to answer the students' questions. Only in cases where there are lessons not yet updated, the Teacher/Tutor can himself call the Area Teacher or an expert in the subject to carry out Virtual Classrooms to update the course.

The Virtual Classrooms are live webstreamed on the University platform, and for students who could not follow the live broadcast they are digitized and published in the Virtual Classrooms section.

Each teacher is required to deliver at least **three virtual classrooms** for each didactic delivery.



In addition to the standard virtual classroom tool, the portal also offers the use of the virtual classroom on UNINETTUNO's Island of Knowledge on Second Life, a three-dimensional environment that offers multi-audio conferencing functionality. Teachers/Tutors who decide to use Second Life in their teaching activities receive additional training from the Second Life UNINETTUNO experts. The teaching meeting sessions are preceded by technical training sessions to the students themselves, who are guided to the first steps in this virtual world (from the creation of the account and the avatar to the mastery of the main commands and interaction tools and the presentation of the functionalities present in the UNINETTUNO Knowledge Island).

The exercises and, where available, the virtual laboratories and other practical activities, should be used as a tool to assess the mid-term learning level of students, before the final exam, and therefore can be an essential feedback tool useful both to Teacher and Tutor to modulate their teaching activities, and to the student to get aware of his own learning progress and adopt the most appropriate study strategies in preparation for the exam.

How to use and evaluate the exercises are entrusted to the discretion of the individual teacher / tutor.

8. Exams modes and organization

At the end of each of the three course delivery periods an examination session is carried out, each consisting of two turns. If requested by the students, an additional exam turn can be scheduled in October.

The exam is held in written form in the face-to-face mode at UNINETTUNO's headquarters in Rome, at UNINETTUNO's decentralized offices in Italy and abroad (Technological Poles), or at the Italian Embassies or Italian Cultural Institutes in various countries around the world. If students ask for the oral examination method, this is carried out at the UNINETTUNO headquarters in Rome.

As far as the exams in the decentralized offices are concerned, these take place in the presence of two or more UNINETTUNO Teachers/Tutors who also have the task of personally bringing the exam papers, sealed in closed envelopes, which contain the recording forms, the stamped papers and the stamped protocol sheets that the students will use to take the exam.

Teachers/Tutors have the obligation to supervise the exam, to verify students' documents and credentials, and to personally hand over the papers to the head office in Rome, where they will be corrected and recorded within 15 days from the date of completion.

The evaluation must be published on the Web in the appropriate space of the Administrative Secretariat devoted to the results of the exams.

The exams are filed by the Faculty's President's Office together with the minutes, following the order of the subject, the date and the session.

The student who has not passed the exam can repeat the exam at the next session.



9. Final exam

The final test, which the student accesses after the acquisition of 102 credits, has the value of 18 CFU and consists in the preparing of a written dissertation written by the student under the guidance of a supervisor on a topic related to the specific issues of the study program in which the student demonstrates critical appreciation skills, orderly compilation and acquisition of specific professional skills. The methods and characteristics of the paper are described in the Regulations for the final paper and the Degree Examination approved by the Faculty Council and available on the University website.

In general, the content of the final dissertation may concern the collection and re-drafting of known research results, the critical review of bibliographic and documentary sources, the preparation of research paths also with the direct acquisition of sources or data. It is highly desirable that the final paper should have a conceptual framework of the topic, a clear formulation of basic hypotheses, objectives and expected results, a presentation of the methodological options adopted, and bibliographical and webographies references. In any case, the student will have to demonstrate the ability to analyze with good synthesis capacity the main aspects of the topic he deals with, showing as well skills for critical appreciation and autonomous work.

Finally, the final grade will be calculated according to the criteria established in the above mentioned Regulations.

10. Degree awarding

The degree is obtained with the acquisition of 120 ECTS credits, including the successful passing of the final test referred to in the previous article.

The final grade is expressed in one hundred and tenths. The minimum grade to pass the test is sixty-six / one hundred and tenths.

The final assessment, which must in any case take into account the student's entire career within the Study Course, the timing and methods of acquisition of ECTS credits, previous training activities and the final test, as well as any relevant elements, is made by the Graduation Commission, defined by the Faculty Council.

The President of the Graduation Committee communicates to the candidate the final grade by public proclamation.

The assignment of the thesis may be requested from the first semester of the third year of enrollment. Once all the exams provided for in the Study Program have been taken, the degree can be awarded only after the complete enrolment in the third year, in the first useful session.

The calendar of the thesis discussion sessions is available on the University portal and is updated before the start of the teaching activities of each Academic Year.

11. Assessment of the teaching activity

The Faculty Council and in particular the Quality Manager of Study Course implements forms of evaluation of the quality of teaching activities following the quality guidelines of the University in relation to



- monitoring the quality of teaching content;
- monitoring of teaching activities;
- mid-term and final monitoring of students' learning performance;
- organization of exam tests;
- evaluation of ECTS credits.

12. Final and transitory rules

For the purposes of the current legislation on the transparency of courses of study, any further information regarding the characteristics of the Study Course of in Business Management and Digital Technologies (class LM-77) implemented at the Faculty of Economics, as well as student services and other administrative aspects is published and updated on the University portal.

For anything not expressly indicated, please refer to the University Regulations.