



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

# GRADUATE PROGRAMS

M.S.C. AND SPECIALIZING MASTERS A.Y. 2019/2020 - MILAN | PIACENZA-CREMONA | ROME

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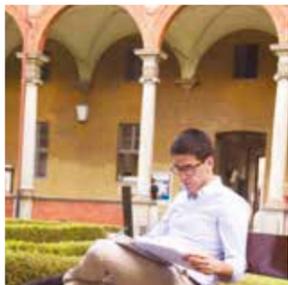
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# Università Cattolica del Sacro Cuore

## OPEN NEW DOORS

Imagine studying at a university which can offer you the choice of a study abroad experience at not one, but four of the most iconic cities in Italy. That's the opportunity which awaits students who choose Università Cattolica del Sacro Cuore, affectionately known as Cattolica.

Cattolica, a comprehensive university, covering an impressive range of programs from Medicine, Law, Philosophy and the Arts, through to Economics & Business, Accounting & Finance, Agriculture, Psychology and Linguistics. In the renowned QS World University Rankings by Subject 2018, Cattolica's ascendancy placed the University in formidable company, with 12 disciplines ranked in the top 300 in the world, or higher.

Whilst at Cattolica we pride ourselves on our academic reputation, what truly distinguishes our University is the campus diversity.

Imagine living and studying in Milan or Rome, both seats of ancient empires. Milan, which is an acclaimed fashion center of the world, home to many of the world's iconic luxury brands. And Rome, the Eternal city, which is an archaeological spectacle and feast. The home of masterpieces and the Vatican, a city whose footprint reflects almost three millennia of history.

Then there is our campus in the heart of Brescia, a city of ancient wonders above and below the cobblestone streets and laneways. And Piacenza-Cremona, located at the cross-roads of Italy's famous agricultural heartland, where local providers hang the hams and meats which are sought and coveted throughout the world.

But whichever your choice of location, you remain part of one family. The Cattolica family.

One whose networks touch every corner of the globe, whose care and commitment towards every student binds us as one. And ensures an international study experience like no other.

ONE FAMILY.  
THE CATTOLICA FAMILY.





Graduation Day at Cattolica

# Università Cattolica FACTS & FIGURES

Founded in **1921**



**30,000**  
Students (FTE)

**3,972**  
International students

**12** Schools, **4** Campuses across Italy  
1. MILAN | 2. PIACENZA-CREMONA | 3. ROME | 4. BRESCIA

**200+** Italian-taught programs

**30** English-taught programs

**70+** Research centers

**2,000** Faculty members



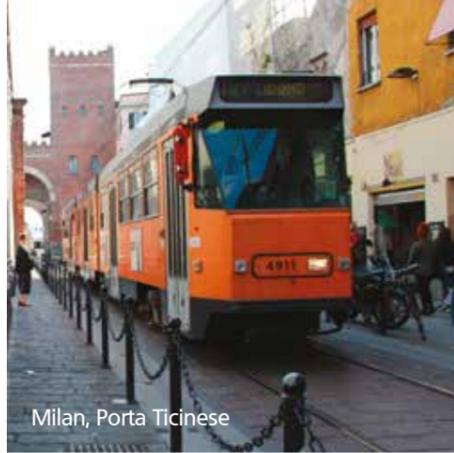
**12** Subjects in the TOP 250 QS World University Rankings by Subject 2018



**8,000**  
Internships per year

**#67 Partnerships with Employers**  
QS Graduate Employability Rankings 2018

**#131-140 Overall**  
QS Graduate Employability Rankings 2018



Milan, Porta Ticinese



Milan, Arco della Pace



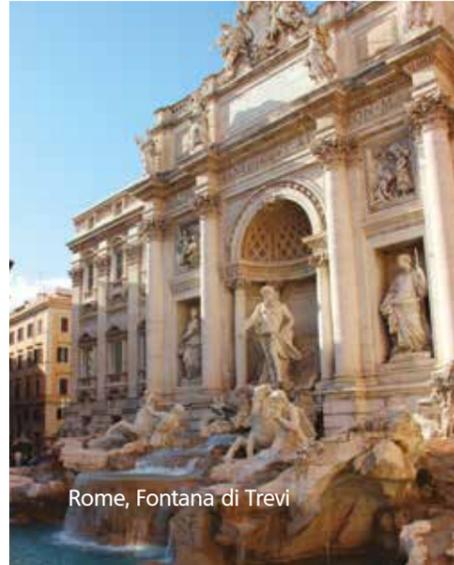
Milan, Campus



Rome, Colosseo



Rome, Campus



Rome, Fontana di Trevi



Piacenza, Campus



Piacenza, City center



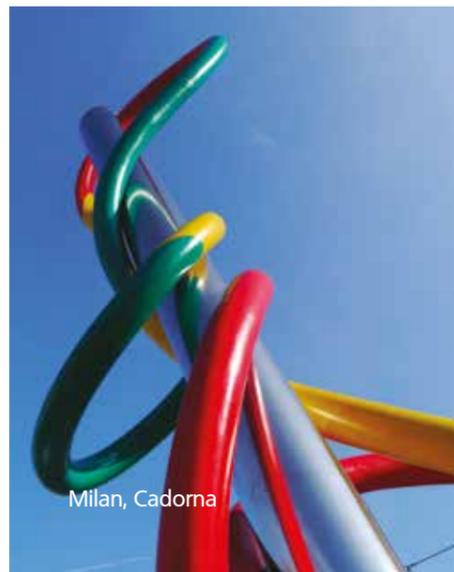
Piacenza, City



Milan, Navigli



Milan, Colonne



Milan, Cadorna

# Our campuses

## OPEN YOUR HEART

### MILAN IN THE SPOTLIGHT

- The Province of Milan has 3,000,000 inhabitants
- The Italian Stock Exchange, *la Borsa Italiana*, is a 10-minute walk from campus
- Italy's main industrial, commercial, and financial center
- Milan boasts a driving economy which makes it an important gate to the international capital markets
- World capital and headquarter to many of Italy's multinational corporations, fashion and design brands
- A regular host of international events which transform the city and its population
- Conveniently positioned, making Milan an ideal transport hub with 3 airports, high-speed trains, and a 2-hour drive from the Alps and the Ligurian coast

### PIACENZA-CREMONA IN THE SPOTLIGHT

- The Province of Piacenza has 290,000 inhabitants
- The Province of Cremona has 360,000 inhabitants
- Located at the cross-roads of Italy's famous agricultural heartland
- A key position in the Northern Italian food valley where approximately 53,000 agricultural businesses are based
- 113 billion € contribution to the agri-food sector
- Two medieval towns characterized by the enchanting Italian countryside, old farmhouses, cultivated plain farm fields, and culinary specialties
- Piacenza is located 72 km South-East from Milan
- Cremona is located 110 km South-East from Milan

### ROME IN THE SPOTLIGHT

- Italy's capital city
- The Province of Rome has 4,000,000 inhabitants making it the largest municipal area in Italy
- The Eternal City; founded in 753 B.C.
- Home to the Vatican City State, the smallest internationally recognized independent state in the world by both area and population
- A picturesque and historic bliss, containing many of the world's most breathtaking masterpieces, from Michelangelo's ceiling in *la Cappella Sistina*, to the beautiful attractions in *Piazza Navona*, *la Fontana di Trevi*, *il Vittoriano*, *il Colosseo*, and many more
- 30 km from the coast
- A popular set of Academy Award-winning movies: *The Great Beauty*, *La Dolce Vita*, and *Roman Holiday* among others

### MILAN CAMPUS HIGHLIGHTS

- Academic excellence across 8 schools: Banking, Finance and Insurance Sciences; Economics; Humanities; Political and Social Sciences; Education; Foreign Languages and Literature; Law; Psychology
- Cattolica's largest campus is home to more than 27,500 students
- Originally a monastery restructured and designed by Renaissance architect Donato Bramante in the 16<sup>th</sup> century
- Milan campus is located in the heart of the city, where Renaissance architecture sits alongside significant historic monuments

### PIACENZA-CREMONA CAMPUS HIGHLIGHTS

- Piacenza-Cremona is home to 3,000 students
- Academic excellence across 3 schools: Economics & Law; Agricultural, Food and Environmental Sciences; Education
- Its strategic location makes it an ideal location for Agribusiness studies
- Partner with leading companies: Barilla, Mutti, Parmalat, Latteria Soresina among others
- Practical learning with on-campus laboratories and plain farm fields in close proximity
- Sports center with an area of 8,000 m<sup>2</sup> with two volleyball courts, a gymnasium, and an outdoor rock climbing wall

### ROME CAMPUS HIGHLIGHTS

- Academic excellence across 2 schools: Medicine and Surgery; Economics
- Home to Cattolica's internationally acclaimed School of Medicine and Surgery which started teaching medicine in November 1961. The School is affiliated with the Policlinico Gemelli University Hospital, which opened in 1964
- Top Italian oncologic hospital by number of patients treated
- 43 faculty members are listed among the Top Italian Scientists
- Rome is home to 6,500 students
- Campus area: over 300,000 m<sup>2</sup>
- The campus offers sports facilities including a football field, a volleyball, basketball, and 3 tennis courts

# Notable Alumni

## OUR INSPIRING GRADUATES

Cattolica prepares outstanding graduates for both the private and public sectors. Where could your program take you? Become one of Cattolica's inspiring graduates.



**Alfredo Altavilla**  
FCA Group EMEA



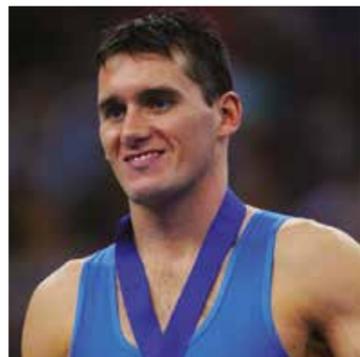
**Monica Maggioni**  
Journalist and Director Rai



**Michele Norsa**  
CEO Salvatore Ferragamo



**Concetta Lanciaux**  
Vice-President of fashion house Louis Vuitton Moët Hennessy



**Igor Cassina**  
Gymnast Gold Medal Winner Athens 2004



**Federica D'Alessandra**  
Forbes 30 under 30 | Co-Vice Chair of the International Bar Association's War Crimes Committee



**Romano Prodi**  
Former Prime Minister and EU Commission President



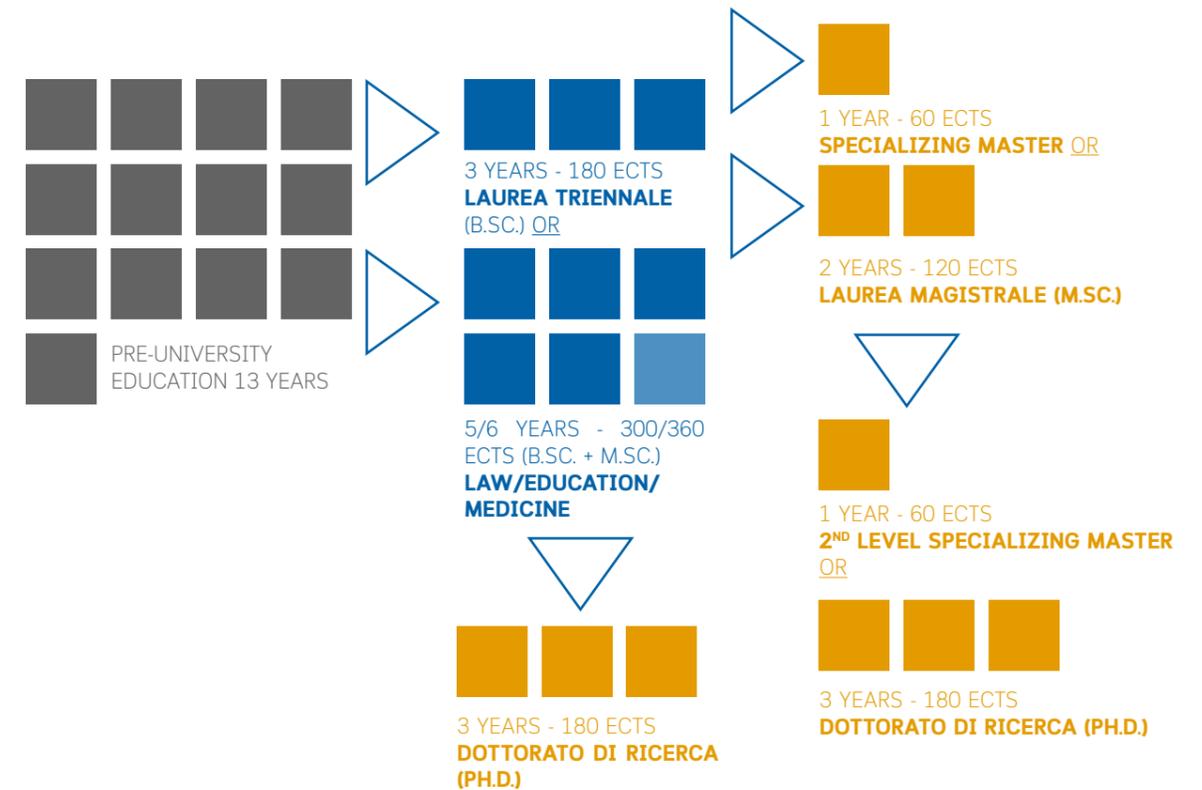
**Claudio Luti**  
President Kartell | President Salone del Mobile



**Lorenzo Ornaghi**  
Former Rector and Minister of Cultural Heritage

# The Italian Higher Education System

## STEP BY STEP



The higher education system in Italy is structured into four different stages:

### Undergraduate Degree/Bachelor of Science - B.Sc. (Laurea Triennale o a Ciclo Unico)

**Course duration:** 3, 5 or 6 years  
**ECTS/Credit points:** 180, 300 or 360  
Aims to provide a solid foundation in the core subjects as well as more specialized, professional training. Students holding a 3-year undergraduate degree or Laurea a Ciclo Unico can either enter the job market or continue their studies by applying for a Master of Science or Specializing Master program.

### Graduate Degree/Master of Science - M.Sc. (Laurea Magistrale)

**Course duration:** 2 years  
**ECTS/Credit points:** 120  
Undertaken after the undergraduate degree and aims to provide rigorous, advanced training in more highly specialized areas. Enables you to apply for a Ph.D. at any Italian or international university.

### Specializing Master (Master Universitario)

**Course duration:** 1 year  
**ECTS/Credit points:** 60  
A professionalizing program providing practical knowledge and training through coursework and internships. These masters programs within the Italian education system do not generally allow access to a Ph.D. program upon completion of the Master. Recognition of the Specializing Master towards a Ph.D. program outside of Italy will depend on local state regulations or individual doctoral programs. Cattolica's English-taught 1-year specializing Master programs all include consultancy work projects that may lead to internships/job opportunities.

### Doctoral Program - Ph.D. (Dottorato di Ricerca)

**Course duration:** 3 years  
**ECTS/Credit points:** 180  
Undertaken after the completion of a Master of Science or an equivalent graduate degree. It aims to develop the professional competence to carry out high level research in manufacturing and service companies, public bodies and universities.

# 2-YEAR MASTER OF SCIENCE (M.Sc. – LAUREA MAGISTRALE)

## Economics

LAUREA MAGISTRALE IN ECONOMIA

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	September 2019 - September 2021	120	9

### A GENUINE EXPERIENCE

Università Cattolica takes great pride in preparing its students with the adequate knowledge, skills, and great motivation for starting the Economics profession as expert analysts in firms, financial institutions and think tanks, applied economists in research centers and international institutions, or academic economists conducting scientific research in university departments around the world.

### A GATEWAY FOR YOUR CAREER

The M.Sc. in Economics promotes active learning through constant interaction with faculty members, extensive laboratory sessions and direct involvement in research activities thanks to established internship programs. Such intensive learning experience will get you acquainted with the latest computational techniques and endow you with all the skills that are essential for a successful career in Economics.

### GLOBAL PERSPECTIVE

Cattolica offers its students the opportunity to study abroad during the summer. Our summer programs allow students to earn credits while studying abroad at one of Cattolica's prestigious partner institutions.

### RESEARCH

In 2018 Università Cattolica was ranked among the world top 150 best Universities in the Economics and Econometrics subject area. Source: QS World University Rankings by Subject 2018.

The Economics program provides students with a solid training in Economics emphasizing rigorous analytical thinking and advanced quantitative methods. Faculty members are internationally recognized economists. Our aim is to train economists suited both for academic and non-academic careers.

### Learning objectives

During the first year, students will study the foundations of economics and quantitative analysis. The second year is devoted to field courses that will expose them to recent developments at the frontier of economic research in a variety of topics. At the end of the second year students will work on their final dissertation. The curriculum also offers an internship program with either economic research institutions located in the Milan area or within the University's Department of Economics and Finance, where students are offered the opportunity to work as applied economists on real world economic issues, as well as meeting prospective employers. The skills acquired throughout the program prepare students to pursue their careers both in academia through further education at Ph.D. level as well as in the labour market as applied economists in firms, banks and institutions.

### Career opportunities & professional recognition

The program is now at its ninth edition and to date has performed very well in terms of placement in the labour market (Eurizon, Deloitte, Oxford Policy Management, Intesa San Paolo, Chatham House) and in academia (some of our students are now completing their Ph.D. at Universitat Pompeu Fabra Barcelona, University of Nottingham, Scuola Superiore Sant'Anna, and Università Cattolica del Sacro Cuore, and include winners of prestigious scholarships granted by the Bank of Italy).

### Curriculum

N.B.: All courses are at upper-intermediate level.

#### FIRST YEAR CREDITS

- Microeconomics (8 ECTS/CFU)
- Macroeconomics (8 ECTS/CFU)
- Mathematics for economic analysis (8 ECTS/CFU)
- Empirical economics (8 ECTS/CFU)
- Statistical modelling (8 ECTS/CFU)
- Two business courses among the following (16 ECTS/CFU):
  - Public management
  - Supply chain management
  - Performance measurement
  - Corporate governance and social responsibility
  - Business communication
- One law course (8 ECTS/CFU) among:
  - Transnational commercial law
  - Principles of financial regulation

#### SECOND YEAR CREDITS

- Three Economics courses (GDE) among the following (24 ECTS/CFU):
  - Industrial organization
  - International economics
  - Labor economics
  - Monetary economics and asset pricing
  - Political economy of the European Union
  - Political and public economics
  - Policy evaluation
- One of the following (student's choice subject to approval) (8 ECTS/CFU):
  - A course in Economics (GDE), or
  - Internship program, or
  - A course among:
    - › Applied statistics and big data (advanced)
    - › Quantitative methods for finance
    - › International corporate finance
    - › Corporate finance

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- M.Sc. in Banking and Finance I p. 16
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- › Project management
- › A course in Business (GDA)
- › A course in Law (GDG)
- Final dissertation (24 ECTS/CFU)

#### Program-specific entry requirements

- Strong background in economics and quantitative methods. Major in economics, mathematics, statistics, or business studies. We also welcome students with strong quantitative backgrounds (Engineering, Physics) who want to strengthen their background in Economics
- Applications from students who did not major in the previously mentioned subjects will also be evaluated. In these cases submission of an official report for the GRE or the GMAT test with a satisfactory performance level in the quantitative section would help increase their chances of admission

See the entry requirements section at page 57 for other general graduate requirements (i.e. language prerequisites).



“I came all the way from Germany to study at Cattolica to take back what I learn and contribute to an even better Europe.”

PETER, GERMANY

## Management

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	September 2019 - September 2021	120	5

#### EMPLOYMENT RATE

Ninety percent of Università Cattolica's graduates from the Management sector enter into the work force within twelve months of graduating.

#### WORLD CLASS OPPORTUNITIES

The quality of our graduates are known amongst leading global management companies which specifically come to our Milan campus to present their companies and recruit the most brilliant students for their graduate schemes.

#### PROFESSIONAL RECOGNITION

Our Management and Business programs are recognized by the Italian industry as one of the most valuable and skilled. This is demonstrated by our employer reputation and links to the business sector.

#### YOU MATTER

Your personalized learning experience starts here. Build your curriculum to focus on your interests, or to get a broad understanding of managerial issues.

The Management program is designed for students who wish to play an active role in managerial processes typical of companies operating in a global market. Students will explore areas critical to every business enterprise, including accounting and control, organizational behavior, operations management, marketing and communication, finance, and strategic management.

#### Learning objectives

The program provides advanced training in the key areas of management and business administration in global contexts. A major strength of the program is the combination of strong analytical foundation and applications to real world issues. Students will learn to integrate international management and innovation issues, as well as industry and economy related competences for understanding changing global organizations. Several teaching methods are used, including group project work, case studies, role-plays, and simulations.

#### Career opportunities & professional recognition

The program opens up a wide range of career opportunities. Graduates have both the technical knowledge and the methodological tools suited to pursue professional and managerial careers in large corporations dealing with international and multicultural issues, as well as smaller and national companies implementing and managing international processes and strategies.

#### Curriculum

##### FIRST YEAR CREDITS

- Mathematics for management (8 ECTS/CFU)
- Transnational commercial law (8 ECTS/CFU)
- Managerial economics (8 ECTS/CFU)
- Four elective courses (32 ECTS/CFU) among:
  - Corporate strategy
  - Corporate finance (asset pricing and corporate financing)
  - Customer-based marketing strategy
  - Financial accounting and analysis (IFRS)
  - HR management
  - Management control systems
  - Supply chain management

##### SECOND YEAR CREDITS

- One elective course among the Economic courses (8 ECTS/CFU):
  - Industrial organization
  - International economics
  - Monetary economics and asset pricing
  - Political economy of the European Union
  - Labor economics
- Three elective courses (24 ECTS/CFU) among:
  - Business communication
  - Change management
  - International corporate finance
  - Management information systems
  - Project management
  - Performance measurement
  - Work and organizational psychology
- Business Lab: introductory course (4 ECTS/CFU)
- Field project or internship (8 ECTS/CFU)
- Business Lab course (one out of the following, 8 ECTS/CFU):
  - Applied statistics and big data (business analytics)
  - Brand management
  - Corporate governance and social responsibility
  - Cross cultural management
  - Entrepreneurship
  - International business management
  - Public management
- Thesis (12 ECTS/CFU)

Business labs are the core of the program which foresees the integration of seventeen business partners divided into five themed sectors:

- Consulting companies
- Multinational enterprises
- Luxury and fashion
- Small and medium enterprises
- Healthcare organizations

The integration will be carried out through the involvement of testimonials, site visits, case studies, etc. as well as student participation in a field project or internship. Please note that students will be assigned to the project or internship based on the demand for each of the sectors and overall student performance.

#### Program-specific entry requirements

- Students need to hold an undergraduate degree either:
- In a subject relevant to the chosen degree, such as economics, management or business studies; or
  - In other fields (such as engineering or social sciences) if they have studied at least four out of the following five subjects, which will be verified through their transcripts: business law, financial management, marketing, business organization, management accounting

See the entry requirements section at page 57 for other general graduate requirements (i.e. language prerequisites).



“The M.Sc. in Management has given me the opportunity to learn versatile courses that are in line with today's global employment market. The courses are quite challenging and technical which allows me to “delve deep” into the subjects and prepares me for the real world, for an international career.”

TADIWA, ZIMBABWE

# Banking and Finance

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Banking, Finance and Insurance Sciences	September 2019 - September 2021	120	11

## LOCATION

The financial district, which includes the Italian Stock Exchange, is located only ten minutes from our campus, a prime vicinity for those students who plan on studying in the field of Banking and Finance.

## OUR EXPERTS

Cattolica takes great pride in its program contributors. Both academics and professionals from the field teach at our University. Special guests and renowned experts will enhance your learning experience at Cattolica.

The Banking and Finance program is a specialized degree designed for students who wish to concentrate their career in financial markets and institutions. The program provides advanced training in the key areas of trading and risk management. A significant feature of this program is the combination of strong analytical foundations and applications that deal with real world issues.

## Learning objectives

Students will learn to integrate financial models, firm-specific as well as industry and economic factors in their decision-making process. In this program, students will have access to encounters with highly qualified speakers from areas such as the financial industry, internship programs in major Italian and international financial institutions, and exchange programs in European and American universities.

## Career opportunities & professional recognition

Graduates from the program will gain both the technical knowledge and the methodological tools suited to pursue professional and managerial careers in banks, asset management companies, security firms, large corporations (particularly in the Treasury and Finance departments), and regulators. Professional consulting positions in all areas of Banking and Finance represent another option for graduates.

## Curriculum

### FIRST YEAR CREDITS

- Advanced financial accounting (5 ECTS/CFU)
- Advanced microeconomics (5 ECTS/CFU)
- Applied econometrics (8 ECTS/CFU)
- Applied statistics for finance (6 ECTS/CFU)
- Corporate finance (8 ECTS/CFU)
- Derivative securities pricing (8 ECTS/CFU)
- Monetary economics (6 ECTS/CFU)
- Principles of financial regulation (10 ECTS/CFU)
- Quantitative methods for finance (8 ECTS/CFU)

### SECOND YEAR CREDITS

- Investment risk management (4 ECTS/CFU)
- Foreign language (French, German, Spanish or Italian for international students)\* (4 ECTS/CFU)

## CAREER SERVICE

Università Cattolica's Career Service will help orientate you along the paths of research, internships and employment, providing you with highly valuable information and support.

## INTERNATIONAL STUDENT SERVICES

At Cattolica, international students should never fear being alone. We have invested in a range of services which ensure that our international visitors are fully supported. Our objective is to guarantee that the unique Cattolica welcome is there for all.

- Market microstructure (8 ECTS/CFU)
- Risk management (8 ECTS/CFU)
- Electives (12 ECTS/CFU)
- Thesis (20 ECTS/CFU)

\*The foreign language course can be anticipated to the first year. The French and Spanish foreign language courses are taught in English. German is taught in Italian. Italian is available only for international students holding a non-Italian undergraduate degree.

## Electives courses list

### BUSINESS AREA

- Corporate governance and social responsibility - I part (4 ECTS/CFU)
- International corporate finance (8 ECTS/CFU)
- International financial markets (4 ECTS/CFU)
- Project management (8 ECTS/CFU)
- Real estate finance (4 ECTS/CFU)
- Internship (8 ECTS/CFU)

**NB:** Upon submitting the study program for the first Master's degree year, students may insert up to 12 ECTS relative to the courses of the second year.

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites).

# Data Analytics for Business and Economics

LAUREA MAGISTRALE  
IN STATISTICAL AND  
ACTUARIAL SCIENCES

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Banking, Finance and Insurance Sciences   Economics	September 2019 - September 2021	120	3

## TRAINING

Students will be offered an extensive training in Statistics, Computing, Business and Economics tailored to extract value from data in a variety of industrial, commercial and financial sectors. Courses are taught by leading academics, as well as experienced professionals from the analytics industry.

## LOCATION

Classes are held on the main University campus in Milan, right in the city center. You will be exposed to lifestyle and professional opportunities in one of the most vibrant cities in Europe. Additionally, Milan is home to many technological start-ups and business analytics companies, an exciting environment for internships and jobs.

The digital revolution is producing an enormous amount of data which represents a great opportunity for companies, and more generally science and society.

In particular extracting insights and value from a continuously growing body of information and data is becoming a big challenge. Companies need graduates with skills in Statistics, Computer science, Business economics, Data mining able to deal with huge amount of complex data.

The MSc in Data Analytics for Business and Economics prepares its graduates to design and build data-driven systems for decision-making in companies and organizations, through a curriculum that includes cutting-edge tools as well as practical activities conducted by professionals, exposing students to actual analytics problems.

## Learning objectives

Knowledge of statistical tools for summarizing and visualizing data. Advanced skills for analyzing big data, finding patterns in data, using modern techniques in computational statistics, statistical learning and data mining. Skills to apply the methodology to business problems, with data-driven solutions.

## Career opportunities & professional recognition

The MSc in Data analytics for Business and Economics is ideally suited to become a data analyst, big data analytics specialist, business analytics manager, digital marketing specialist in fast growing enterprises which want to take advantage of the technological and digital revolution.

## Internship opportunities

Each student must complete his/her course of studies with an internship, or a research assistantship or a project which can be linked to the final thesis. The university, through a dedicated office, offers each year several opportunities for internship.

## A BLEND OF SKILLS

The shortage of qualified graduates in the area of Data Science and Analytics is already a serious constraint in many sectors of the economy. Companies are eagerly looking for people having skills in modern computational tools, statistics and machine learning, and capable to evaluate opportunities for data-driven value creation within companies and organizations.

## CAREER FOCUSED

This new program will prepare you to enter one of the fastest growing areas in terms of job opportunities in the coming years, namely Data Science and Analytics.

## Curriculum

### FIRST YEAR CREDITS

- Stochastic modelling
- Statistical inference
- Computational statistics
- Mathematical methods
- Data management and warehousing
- Digital management
- Dynamic economic analysis
- Patents and property rights for big data

### SECOND YEAR CREDITS

- Statistical learning
- Empirical research
- Two courses among the following:
  - Business analytics and data mining
  - Digital marketing
  - Finance and risk management
  - Complex economic systems
- Elective courses<sup>1</sup>
- Internship/Research assistantship/Project
- Thesis

### <sup>1</sup> Elective courses list:

- Critical thinking
- Design of experiments
- Text mining
- Behavioral studies
- Project management
- Statistical modelling (Bayesian statistics)

## Program-specific entry requirements

Prospective students are required to have attended two courses in Statistics (12 ECTS) and two courses in Mathematics (14 ECTS) during their undergraduate studies. For general graduate requirements, as well as language prerequisites, see page 57.

# Actuarial sciences for insurance

LAUREA MAGISTRALE  
IN STATISTICAL AND  
ACTUARIAL SCIENCES

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Banking, Finance and Insurance Sciences   Economics	September 2019 - September 2021	120	3

## INDUSTRY RELATED

The program prepares students in the broad area of Statistical and Actuarial sciences for insurance. Graduates will be able to apply their skills in insurance, banking, and more generally companies embracing the fast growing digital revolution.

## INNOVATIVE OPPORTUNITIES

The shortage of qualified graduates in the area of Statistics, and in particular of data scientists, is already a serious constraint in many sectors of the economy. This is the right time for you to invest two years of your life in an exciting international environment, and reap large career profits for many years ahead.

## LOCATION

Classes are held on the Milan campus of the University, located in the municipality center. You will be exposed to lifestyle and professional opportunities in one of the most vibrant cities in Europe.

## CAREER FOCUSED

Classes will offer a solid foundation in Statistics, as well as hands-on experience to become an Actuary.

This is a new program developing essential skills in the area of statistical and mathematical modelling with the objective of preparing professionals able to apply their skills in insurance, banking, and more generally companies embracing the fast growing digital revolution.

### Learning objectives

The learning objectives include the following competencies, knowledge and abilities:

- Strong knowledge of statistical methodology and its applications in the fields of economics, economic-management, finance, demography, sociology, insurance and social security;
- Deep knowledge of mathematical models, specifically probability models to apply to finance and actuarial phenomena as well as economic and corporate sciences;
- Deep knowledge of quantitative models in the area of risk management;
- Mastery of logic, conceptual and methodological tools for planning and executing research for the analysis and evaluation of complex systems linked to economies, production, markets, insurance problems and the environment, with a specific reference to the occurrence of damaging events;
- Corresponding ability to build models that explain and foresee phenomena being studied and establish their applicability and validity with data analysis, and therefore a highly qualifying operating ability in the field of quantitative analysis of economic, corporate, socio-demographic and financial problems related to social security and insurance.

### Career opportunities & professional recognition

Graduates will gain methodological knowledge and tools also at an interdisciplinary level that will enable them to fill jobs at high professional levels both in private companies and state or local public institutions; that is to say, in medium and large businesses, banks, insurance companies and welfare institutions. They will carry out analysis and management of human resources, production, and quality. They will analyze and evaluate markets and socio-economic and environmental scenarios and run statistical analysis of complex phenomena. Specifically the

curriculum in Actuarial Sciences for Insurance prepares for: Actuary and Risk Manager

### Curriculum: Actuarial sciences for insurance

#### FIRST YEAR CREDITS

- Applied multivariate statistics (10 ECTS/CFU)
- Advanced calculus and stochastic processes (9 ECTS/CFU)
- Insurance law and regulation (6 ECTS/CFU)
- Economic statistics (8 ECTS/CFU)
- Accounting and management in insurance (10 ECTS/CFU)
- Actuarial life insurance (7 ECTS/CFU)
- Econometrics (8 ECTS/CFU)
- Quantitative methods for finance (4 ECTS/CFU)

#### SECOND YEAR CREDITS

- Economics for finance (8 ECTS/CFU)
- Insurance statistics and advanced risk theory (11 ECTS/CFU)
- Actuarial non-life insurance (8 ECTS/CFU)
- Actuarial social insurance and pension funds (6 ECTS/CFU)
- Foreign language (French, Spanish, German or Italian for international students) (3 ECTS/CFU)
- Elective courses<sup>111</sup> (10 ECTS/CFU)
- Thesis (12 ECTS/CFU)

<sup>111</sup> Elective courses list:

#### ECONOMIC AND BUSINESS AREA

Applied econometrics (8 ECTS/CFU); Derivative securities pricing (8 ECTS/CFU); Risk management (8 ECTS/CFU); Legal area; EU risk governance regulation (5 ECTS/CFU)

#### STATISTICAL AREA

Applied statistics for finance (5 ECTS/CFU); Statistical modelling (5 ECTS/CFU); Data management (5 ECTS/CFU); Computational statistics (5 ECTS/CFU)

#### APPLIED MATHEMATICAL AREA

Quantitative risk management (5 ECTS/CFU); Actuarial and financial modelling for solvency II (5 ECTS/CFU); Internship (5 ECTS/CFU)

# Innovation and Technology Management

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics - Mathematics, Physics and Natural Sciences	September 2019 - September 2021	120	2

## INDUSTRY 4.0

The program responds to the current needs of students holding a Bachelor's Degree in Economics, Management, Engineering, Mathematics and Physics - to acquire the knowledge and skills necessary to operate in the new economic contexts of the so-called Industry 4.0.

## TECHNOLOGY FOCUSED

The combination of economic-business training with a focus on technological training. Students learn about the technologies available in the digital economy, how to evaluate and apply these technologies to companies of various sizes and the creation of start-ups.

## CRITICAL THINKING

The program boasts a rich variety of contents, including concepts, methodologies, and implementations that apply to economic-managerial and technological disciplines, as well as psychological and sociological disciplines. This provides students with the skills necessary to develop critical thinking in challenging contexts.

## COMPANY LINKS

A strong affiliation with companies. Over the course of two years, projects are designed and developed closely with companies, consultants and professionals through field projects, laboratories, seminars and internships.

The Master of Science in Innovation and Technology Management (ITEM) is a two-year program, taught entirely in English, and designed for students who want to develop multidisciplinary skills suited to the new business contexts generated by the innovations that accompany the so-called Industry 4.0. It combines sound methodological and analytical skills with applications and business practices. There is a revolution that endows both providers and users with new technologies and infrastructures. The program wants to create flexible professional profiles capable of understanding the potential of product and process technologies and generating new market spaces as well as new business opportunities. Students can choose between two paths: the Innovation process management path is thought for students aiming at working in managerial roles in industrial, service and consultancy companies. The Entrepreneurship path is for students whose ambition is to rise, join or take part in the development of a new venture or a small and mid-sized company.

### Learning objectives

The specific learning objectives of the M.Sc. in Innovation and Technology Management include:

- The ability to understand macro-economic scenarios and technological developments with a significant impact on the organization and management of businesses. The program offers the fundamental economic and technological understanding students need in order to frame and analyze business contexts in which companies operate and the potential applications of new technologies
- Knowledge of legal matters: the program includes courses designed to address the legal implications of implementing technology adoption programs, both in terms of civil and criminal law
- The ability to analyze innovation projects economically and financially. The program provides students with knowledge of the performance-measurement and capital-budgeting tools required to evaluate projects on an economic and financial

level

- Knowledge of business models. The program is designed to familiarize students with features of today's most promising business models, and to provide them with the necessary tools, not only for adopting these models in medium-large businesses with pre-established structures, but also for launching new business initiatives in the form of start-ups
- The ability to recognize the potential for innovation in products and processes, and to plan and carry out implementation projects, evaluating them on an ex-post basis. The program provides students with an understanding of market and customer-needs analysis
- Relational skills. The program is designed to provide students with the relevant relational skills for operating in business contexts that, by their nature, will be multidisciplinary and highly international

### Career opportunities & professional recognition

The Master of Science in Innovation and Technology Management is aimed at offering the possibilities for many career opportunities, both as managers in large enterprises and SMEs, supporting business change processes and developing product and market analysis or innovation processes and as start-upper and partner of new venture creation. The aim of the program is that of generating professional skills capable of interfacing and working in and out of organization in a creative, innovative way, with relational and communicative effectiveness to face the new business contexts generated by the digital economy. Therefore, graduates from the ITEM master's program are prepared to enter careers in fields focused on innovation in: large companies in the manufacturing or services sectors; small and medium-sized enterprises; consultancy firms; international organizations; agencies offering technology transfer and support for new innovative businesses; science and technology parks; business incubators and accelerators; and in universities and other research institutions. The ITEM master's degree not only provides employment opportunities in sectors where

innovation is central to strategic action (science-based start-ups, large ICT firms, specialists in/producers of digital technologies, energy sector businesses and organizations) but also in more traditional sectors where innovation is linked to the adoption and conceptualizations of new technologies, such as: textiles and clothing, furniture, agri-food, banking, insurance, health and public administration, and all traditional manufacturing sectors in general.

### Curriculum

#### FIRST YEAR CREDITS

- IT coding, tools and security (8 ECTS/CFU)
- One elective course among (8 ECTS/CFU):
  - Global challenges and firm strategies
  - Economics of innovation
- Two elective courses among (16 ECTS/CFU):
  - Omnichannel management
  - Organizing and leading change
  - Management control systems and performance measurement
  - Project and people management
- Materials physics and technologies (8 ECTS/CFU) + Lab Technologies in action (4 ECTS/CFU)
- Intellectual property and labour law (8 ECTS/CFU)
- One elective course among (8 ECTS/CFU):
  - History of innovation
  - Privacy and security
  - Cross-cultural negotiation
  - Work psychology and smart working

#### SECOND YEAR CREDITS

- Applied statistics for business analytics (8 ECTS/CFU)
- Elective courses<sup>1</sup> (8 ECTS/CFU)

Choose one curriculum between the following two:

- Innovation process management
- Entrepreneurship

### Curriculum in Innovation process management

- Strategic supply chain management (8 ECTS/CFU)
- Finance and risk management (8 ECTS/CFU)
- Strategies for emerging technologies (8 ECTS/CFU)
- Internship or Innovation process management lab (8 or 4 ECTS/CFU)
- Individual project work<sup>2</sup> (12 or 16 ECTS/CFU)

### Curriculum in Entrepreneurship

- Design thinking and Start-up launch (8 ECTS/CFU)
- Project financing and open innovation (8 ECTS/CFU)
- Marketing innovation (8 ECTS/CFU)
- Internship or Entrepreneurship lab (8 or 4 ECTS/CFU)
- Individual project work<sup>2</sup> (12 or 16 ECTS/CFU)

<sup>1</sup>Elective courses

One exam among the following (if not already chosen):

- History of innovation
- Cross-cultural negotiation
- Work psychology and smart working
- Privacy and security
- Global challenges and firm strategies
- Economics of innovation
- Omnichannel management
- Organizing and leading change
- Management control systems and performance measurement
- Project and people management

<sup>2</sup>Credits assigned to Individual project work depend on students' choice: if students have an internship experience (8 ECTS), the individual project work corresponds to 12 ECTS; in case students attend a lab (4 ECTS), the Individual project work corresponds to 16 ECTS.

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites). Please note, minor changes could be made to the program. Please refer to [www.ucscinternational.it](http://www.ucscinternational.it) for updates.

# Global Business Management

Campus	School	Duration	Total ECTS	Edition n.
Piacenza, Italy	Economics and Law	September 2019 - September 2021	120	3

### WE CARE

The close relationship between students and professors is an added value at Università Cattolica's Piacenza campus. Students are stimulated and encouraged to achieve their goals by showing competitiveness and ambition, preparing them for an ideal array of future job opportunities. Students are given the unique opportunity to taste the managerial culture that created the first industrial districts, the creativity that placed many Italian companies in the top positions in the global rankings (fashion, luxury, tourism, food) because of the Italian innovative managerial culture.

### CAREER SUPPORT

The Career Service at Cattolica's Piacenza campus provides support to students by helping them find relevant internships on challenging topics (luxury goods, fashion, food, tourism, culture management) and specifically linked to their studies (locally and internationally).

### INDUSTRY RELATED

The economy of the province of Piacenza is based on many highly competitive industries. The food industry for example and the agribusiness sector are very competitive, they have a very strong tradition and are active in the global marketplace. Manufacturing, Logistics services and high precision mechanic industries represent sectors that are growing very fast in the area. The Piacenza Exhibition center together with the specialized research centers plays an essential role too with its events on renewable energies, mechanics and many others. This raises an increasing need for new managerial competences.

### INTERNATIONAL NETWORK

During the Global Business Management program, students will have the opportunity to carry out a study abroad experience.

Companies tend to employ graduates with the following skills:

- acquired awareness of international issues and settings
- work and study experience within multinational working groups
- ability to analyze global markets
- ability to conceive and deal with the management of major or significant projects

The Global Business Management program aims to endow students with the listed skills so as to enable them to quickly adapt to an international environment, whilst understanding the dynamics, and knowing how to effectively identify solutions to managerial problems in such settings.

### Learning objectives

The curriculum presents two types of courses: subjects relating to the managerial disciplines (strategy, HRM, accounting), and subjects relating to business issues and problems typically associated with the processes of internationalization of firms and the understanding of economic issues (managerial economics, financial reporting and performance measurement, business and government relations). This is done to balance traditional knowledge of management with the specialization and the development of specific internationalization-oriented skills. In addition, the program also includes courses that intend to develop the capability to work in different social and cultural contexts, and to review, develop and implement the issues that typically arise when firms go global.

### Career opportunities & professional recognition

Graduates from the Global Business Management program are exposed to a wide range of career opportunities. Graduates will have both the technical knowledge and the methodological tools suited to pursue professional and managerial careers in large multinational and domestically owned corporations,

SMEs and international institutions such as the World Trade Organization, the International Monetary Fund, the World Bank and the European Commission and the European Parliament. Yet their learning of abilities of how to deal with international and multicultural issues should also enable them to work within smaller companies, where flexibility and the ability to adapt comes first. Graduates from the program are given the unique opportunity to take advantage of the interaction with guest speakers coming from the most innovative business models.

### Curriculum

- International human resource management
- Business government relations
- Strategy and international business
- Economics of globalization
- Managerial economics
- Intercultural marketing
- Business ethics
- Accounting
- Corporate finance
- Business analytics
- Electives (three of the following):
  - Corporate governance
  - Sustainability management
  - Small business management
  - Public private partnership
  - Data science and management
  - Financial markets and institutions
- Seminar on ethical issues
- Compulsory internship
- Final thesis

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites).

# Methods and Topics in Arts Management

LAUREA MAGISTRALE IN ECONOMIA E GESTIONE DEI BENI CULTURALI E DELLO SPETTACOLO

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics - Arts and Philosophy	September 2019 - September 2021	120	4

## INNOVATIVE METHOD

A thorough academic preparation from both a methodological and a content standpoint: MaTAM offers a rigorous approach to study not only managerial disciplines, but also the methodological themes linked to them.

## INDUSTRY RELATED

Design thinking and urban studies represent one of the peculiarities of this program. Studying arts and management implies being aware of the design world as well and of how art and design can affect our urban landscape and dynamics.

## NETWORKING

Visual and performing art fields are both subjects of study; this is meant to provide students with the opportunity to better explore their aspirations and to build a network in both fields while in Italy.

## LOCATION

Milan holds an international artistic identity while keeping its dimension of the Italian city of 'prototypes.' You have the opportunity to experiment and express your artistic projects.

The Methods and Topics in Arts Management program is taught entirely in English. Its aim is to provide students with a strong international perspective on visual and performing arts management. The program focuses on the following areas:

- Advanced courses in the field of Management of the Arts, aimed at transferring core competences to students, ranging from entrepreneurial capabilities to the application and use of digital technologies
- Field trips in the field of both visual and performing arts, to get direct and hands-on experiences of art systems and their peculiarities
- Methodological courses to get robust and reliable lenses to read and interpret dynamics within cultural industries, including the study of social network and networking
- Courses related to the area of design and urban studies, to provide students with a strong opportunity to connect artistic and managerial thinking and to promote a more inclusive view of the urban context
- Internship or cultural research study, where students can choose to do an internship in a cultural organization or to carry out a research project in a cultural company, under direct guidance of the professor

## Learning objectives

MaTAM's learning objectives include:

- Providing students with advanced interpretative frames to read the dynamics of the art field at international level
- Nurturing abilities to analyze and to intervene in the art field to advance it, in a process of mutual respect among art, creativity and management
- Stimulating an entrepreneurial mindset in the fields of fine arts, design and management

## Career opportunities & professional recognition

- Project management in art institutions and creative companies
- Producer in art and creative companies
- Fundraiser for cultural and creative projects
- HR advisor for managing artistic and creative teams
- Responsible of marketing and communication in the art and creative field

## Curriculum

### FIRST YEAR CREDITS

- Strategy in the arts or HR management in the arts industry (6 ECTS/CFU)
- Digital in the arts or Design thinking (6 ECTS/CFU)
- Accounting and fundraising in the arts (6 ECTS/CFU)
- Law and the arts (6 ECTS/CFU)
- Statistics for arts management (6 ECTS/CFU)
- Advanced economics and management of arts (12 ECTS/CFU)
- Advanced English in the cultural industry or Italian language (for international students) (6 ECTS/CFU)

### SECOND YEAR CREDITS

- Comparative cultural policy (6 ECTS/CFU)
- Social networks theory and analysis for the cultural sector (6 ECTS/CFU)
- Urban cultural studies (6 ECTS/CFU)
- Study tour in the visual and performing arts field (12 ECTS/CFU)
- Internship or cultural research study (6 ECTS/CFU)
- Elective courses (12 ECTS/CFU)
- Thesis (24 ECTS/CFU)

### ELECTIVE COURSES

It is suggested to choose the elective courses from the following ones (which are selected specifically for the MaTam profile) unless they have already been attended: Strategy in the Arts, HR management in the arts industry, Digital in the Arts, Design thinking, Research design in Arts management.

In addition, the following courses can be chosen as elective from the degree in Management: Project management, Cross cultural management, Entrepreneurship, Corporate governance and social responsibility.

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites). Please note, minor changes could be made to the program. Please refer to [www.ucscinternational.it](http://www.ucscinternational.it) for updates.

# Healthcare Management

LAUREA MAGISTRALE IN ECONOMIA E GESTIONE DEI SERVIZI

Campus	School	Duration	Total ECTS	Edition n.
Rome, Italy	Economics - Medicine and Surgery	September 2019 - September 2021	120	4

## HIGH SOCIAL AND ECONOMIC IMPACT

The healthcare sector is a relevant and increasingly important sector for a number of reasons: it is absorbing growing shares of GDP (Gross Domestic Product); it has an impact on the quality of life of all citizens, and it is characterized by a fast growing technological innovation.

## LEADING INSTITUTION

Università Cattolica has invested extensively in the past 15 years in the area of healthcare management, creating specific research centers, graduate schools and programs. This course benefits from the partnership between the School of Economics and the School of Medicine & Surgery.

## ON-CAMPUS TEACHING HOSPITAL

This program also benefits from the close relationship with the on-campus teaching hospital: Policlinico Agostino Gemelli, a state-of-the-art hospital used as a laboratory for testing theories and experimenting innovative teaching methods.

## GROWING CAREER OPPORTUNITIES

The healthcare sector is changing at a rapid pace and future challenges require strong management competencies and skills and a good understanding of the sector's dynamics and characteristics.

The Healthcare Management program is structured to achieve a good balance between management, economics and quantitative methods. Classes consist of lectures, discussions and case studies. Instructors will present sound theoretical principles, tools and methodologies, but also practical examples. Faculty will make an extensive use of case studies as a way to introduce students to a wide range of practical management issues in healthcare organizations. Additional to exams, other elements will be part of the final grading such as class participation, individual assignments and group work. Moreover, to emphasize the interdisciplinary nature of the program, each course is shared between a resident faculty member and a visiting professor from abroad.

## Learning objectives

The program has been designed for students interested in:

- Being informed about the cutting edge thinking and skills on healthcare management and policy
- Pursuing an international career in the healthcare sector in private or public institutions
- Taking the challenge of learning in a multidisciplinary, international and dynamic environment with courses characterized by innovative teaching and grading methods
- Being part of a prestigious University with a strong reputation in research and education but also with deep connections to a set of values that put at the center of the economic system, the integrated and balanced development of the communities and of each citizen

## Career opportunities & professional recognition

The program offers knowledge, skills and competences particularly valuable to pursuing careers in organizations such as:

- Healthcare delivery organizations (e.g. hospitals, local health authorities, residential care)
- Healthcare industries (e.g. pharmaceuticals, biotech and medical devices)
- Governmental bodies and institutional agencies
- Insurance companies
- Consulting companies

## Internship opportunities

During the second year students can substitute traditional courses with periods of internship or courses abroad in partner universities. In particular, the university, thanks to a dedicated office, offers each year several opportunities of international internships in the healthcare sector. Students can also link the internship to their dissertation.

## Curriculum

### FIRST YEAR CREDITS

- International law and health (8 ECTS/CFU)
- Statistics and big data (8 ECTS/CFU)
- Quality and operations management (8 ECTS/CFU)
- Management and innovation in health & social services (8 ECTS/CFU)
- Health economics (8 ECTS/CFU)
- Human resources management in complex organizations (8 ECTS/CFU)
- Financial and management accounting in healthcare (8 ECTS/CFU)
- Epidemiology (8 ECTS/CFU)

### SECOND YEAR CREDITS

- Planning and control in healthcare (8 ECTS/CFU)
- Healthcare and insurance in comparative systems (8 ECTS/CFU)
- Pharmacoeconomics and health technology assessment (8 ECTS/CFU)
- Internship (8 ECTS/CFU)
- Electives courses TBC (8 ECTS/CFU)
- Dissertation (16 ECTS/CFU)

## Faculty & teaching staff

### RESIDENT FACULTY

- Arbia Giuseppe, Statistic & big data
- Boccia Stefania, Epidemiology
- Bozzi Stefano, Planning and control in healthcare
- Bruno Stefania, Epidemiology
- Cicchetti Americo, Human resources management
- De Belvis Giulio, Healthcare and insurance in comparative systems
- Macinati Manuela, Planning and control in healthcare

- Malaguti Maria Chiara, International law and health
- Ruggeri Matteo, Pharmaeconomics and HTA
- Turati Gilberto, Health economics
- Villa Stefano, Quality and operations management

#### PAST YEARS VISITING FACULTY

- Joseph Coyne, Accounting and Performance Management - Washington State University
- Joseph Restuccia, Quality and Operation Management - Boston University Questrom School of Business
- William Greene, Health Econometrics - New York University Stern School of Business
- Francesco Moscone, Health Economics - Brunel University London
- Magda Rosenmoeller, Human Resource Management - IESE Business School, University of Navarra
- Zahirul Hoque, Planning and Control - La Trobe Business School, Melbourne
- Joan Costa-I-Font, Comparative Analysis of Healthcare systems - London School of Economics and Political Science
- Manuel Villasalero Diaz, Innovation in Health - Universidad de Castilla-La Mancha
- Ligia Paina, International Health - Johns Hopkins Bloomberg School of Public Health Baltimore
- Stefano Gliozzi, Big Data - IBM
- Nuno Miguel De Sousa Lunet, Epidemiology - University of Porto
- Elena Pizzo, HTA - University College London (UK)

#### Program-specific entry requirements

A bachelor degree in economics or management is preferred. However - given the interdisciplinary nature of the program - students with a different academic background are welcome to apply. A specific commission will evaluate background, attitudes and academic potential of all the applications.

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites).



“The best feature of the program is being exposed to top-notch international faculty”

ROBERTA, ITALY

## Agricultural and Food Economics

Campus	School	Duration	Total ECTS	Edition n.
Cremona, Italy	Agricultural, Food and Environmental Sciences	September 2019 - September 2021	120	8

#### LOCATION

Cremona is located in the Lombardy Region, which in itself has over 53,000 agricultural businesses and contributes €113 billion to the Agri-food industry revenue. It is also the most advanced region in Italy with regards to biotechnology, with 78 companies operating in the sector.

#### THE SCHOOL

The program is organized by Postgraduate School at Università Cattolica, SMEA. The School has 35 years of experience in graduate education and advanced scientific research in the field of agricultural and food economics and business.

#### JOB READY

Studying Agricultural and Food Economics in Cremona will give you the precious opportunity to combine the high standard education delivered by our faculty and the managerial approach developed during internships and seminars with distinguished agribusiness company managers.

#### GLOBAL PERSPECTIVE

Università Cattolica offers its students the opportunity to study abroad, during regular and summer terms. Our exchange and summer programs allow students to earn credits while studying abroad in one of Cattolica's prestigious partner institutions.

Università Cattolica's Cremona campus boasts one of the world's most renowned teams of Agriculture academics, scientists and researchers; a team at the forefront of food innovation and technology, whose expertise extends to developing tracking systems for any product transported across the European Union. If you would like to study for a graduate qualification in the world's fastest growing industry, then a beautiful city in the heart of the Italian food valley will open your doors to the world.

#### Learning objectives

The Agricultural and Food Economics program will prepare students to analyze the agri-food system and to operate in the various functional areas of businesses and organizations. The program will develop your professional knowledge and skills with regards to:

- Understanding the different sectors of the Agri-food system, the vertical relations and the coordination of the various phases of the system (e.g. agriculture, food processing, and food retailing)
- Analyzing issues relating to agricultural and food markets and to market institutions
- Evaluating the implications of agri-food and commercial policies
- Managing the liberalization processes and rules of free competition within an international context
- Analyzing the behavior of final consumers with respect to agricultural and food products
- Managing emerging issues in agricultural and food production, including the safety of foodstuffs and the environmental impact of agricultural activities, the role of quality, information and traceability, the management of technical innovations, in particular biotechnology, and of the industrialization of agriculture
- Dealing with corporate and logistical problems that affect business functions according to the peculiarities of agribusiness companies

#### Career opportunities & professional recognition

Graduates from the Agricultural and Food Economics program have various professional openings in:

- Agri-food corporations (multinational food companies, Small and Medium-Sized Enterprises [SMEs], retail chains)
- Professional associations of agricultural and food companies service and consultancy firms for agricultural and food companies
- Entrepreneurial activities
- Academic or applied research
- International organizations

#### Curriculum

##### FIRST YEAR CREDITS

- Management basics, financial accounting and business evaluation (12 ECTS/CFU)
  - Management basics
  - Financial accounting and business evaluation
- Technology for food health and safety (10 ECTS/CFU):
  - Principles of food protection
  - Principles of food hygiene
- Economic fundamentals of the agri-food system (10 ECTS/CFU):
  - Economics of the agri-food system
  - Microeconomics of the agri-food system
- Quantitative methods (12 ECTS/CFU):
  - Applied statistics for the agri-food system
  - Applied econometrics for the agri-food system
- Industrial organization (10 ECTS/CFU)
  - Strategic decision making
  - Industrial organization of the food system

- Agricultural and food marketing (7 ECTS/CFU)
- Soft skills and entrepreneurship (1 ECTS/CFU)

#### SECOND YEAR CREDITS

In the second year of their curriculum students have an option between a "Management" and a "Consumer" profile.

##### Common credits

- Agricultural and food market institutions (6 ECTS/CFU)
- Economics of agricultural and food markets (6 ECTS/CFU)
- Seminar on theological issues
- Optional courses\* (10 ECTS/CFU)
- Seminars (1 ECTS/CFU)
- Thesis (20 ECTS/CFU)

##### Management profile credits

- Agricultural and food supply chain management (5 ECTS/CFU)
- Business planning for start-up (5 ECTS/CFU)
- Business strategy and leadership (5 ECTS/CFU)

##### Consumer profile credits

- Retail marketing and CRM (5 ECTS/CFU)
- Food consumer psychology and market intelligence (5 ECTS/CFU)
- Qualitative research methods for the agri-food system (5 ECTS/CFU)

##### \*SUGGESTED OPTIONAL COURSES:

- Agricultural and food legislation (5 ECTS/CFU)
- Agricultural, food and environmental policies (5 ECTS/CFU)
- Food footprint: the environmental impact of the agri-food chain (5 ECTS/CFU)
- Italian language and civilization (5 ECTS/CFU)<sup>1</sup>

<sup>1</sup> only for non-Italian students

Students selecting each profile can also take as optional courses those characterizing the other profile.

Selected students can attend one or two semesters in the following partner universities:

- Technische Universität München (Germany)
- Friedrich-Wilhelms-Universität Bonn (Germany)
- Université Catholique de Louvain (Belgium)
- Uppsala Universitet (Sweden)
- Wageningen University (Netherlands)
- Iowa State University (USA)
- North Dakota State University (USA)
- University of California, Davis (USA)
- James Cook University (Australia)
- Royal Melbourne Institute of Technology (Australia)

See the entry requirements section at page 57 for general graduate requirements (i.e. language prerequisites).

# 1-YEAR SPECIALIZING MASTERS ►

## Corporate Communication

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics - Language Sciences and Foreign Literature	September 2019 - November 2020 (September - May, classes 5 days a week; 5 hours per day/From June onwards, consultancy field project)	70	9

### LOCATION

Milan boasts extraordinary beauty. The city has inspired the creativity behind some of the world's iconic fashion and design labels. Milan is recognized as a fashion and design capital, and has a major global influence in commerce, industry, music, sport, literature, art, and media. If you wish to start your career in the communication field in Italy, then Milan is definitely the place to be: all the main companies and communication agencies that operate in Italy are located in Milan metropolitan area.

### WE SUPPORT YOU

Students receive support through computing platforms including teaching, group work, tutorship, and individual and group coaching. There is a tutor available for the duration of the program and a coach for team projects. There is a strong involvement of students in group works and meetings with companies.

### PLACEMENT & CAREER SERVICE

With 7,500 internship opportunities per year and over 7,100 local and international partner companies, Università Cattolica's Career Service will help orientate students along the paths of research, internships and employment.

Most of your professors are corporate or agency executives, who come to class from those professional fields and organizations where you might start your career as an intern.

### INDUSTRY TIES

**Supporting Companies:** Leo Burnett, MSL Group  
**Partner Companies:** Italian Brand Factory, We are Social  
**Consultancy projects:** Over past editions consultancy projects have been designed in collaboration with Adidas, Chromavis, Coop, Disney, EcorNaturasi, Google, Hill+Knowlton, Leo Burnett, Lovable, MSL, Sonae Sierra, 3M. Liaisons companies involved in class presentations, workshops, and company visits such as Boston Consulting Group, Campari, Coima Sgr, Fiera Milano, Fondazione Pirelli, Heineken, Henkel, Hewlett-Packard, International Advertising Association, LinkedIn, Mars, Sky, TIM.

The Master in Corporate Communication is promoted by LABCOM (Research Lab on Corporate Communication) at Università Cattolica del Sacro Cuore.

- Corporate communication
- Marketing communication and branding
- Internal communication

### Learning objectives

Today being a very communicative person is not enough to succeed in the corporate communication career. You need to be actively trained to get the skills and competences to face the latest challenges of a continuously evolving scenario. If you feel ready to become a communication professional and you wish to undertake an innovative, rich and enjoyable learning path, we are happy to invite you to join the Master in Corporate Communication and experience the academic and business network it provides. Each module of the program is designed to strengthen our students' chance to become sought out professionals in the communication field. The Master training is centered on the most current and significant strategic and operational issues of communication in all its business configurations, in order to make students acquire the professional, interpersonal, and language skills necessary to be effective communicators in companies and agencies.

The Master supports students' career openings by:

- empowering students' self-branding capability by arranging classes focused on resume effective writing, job interview training, teamwork advice, and diversity and cross-cultural management
- promoting the encounter between students and professionals directly in class. Many professors of the Master in Corporate Communication are top executives that may decide to hire students for an internship
- involving students in field trips to companies, agencies, and consumption locations
- challenging students with a real consultancy field project, which represents an opportunity to take on the full responsibility in managing a project and delivering a result activating the knowledge developed during classes. Consultancy projects are a real and direct bridge with potential employers
- partnering with Università Cattolica Stage and Placement office, which gathers and constantly posts job opportunities
- sharing students' profiles with Master partner companies and business liaisons

### Career opportunities & professional recognition

Graduates of the Master in Corporate Communication will gain a 360° communication knowledge and may become part of an organization or agency to carry out tasks related to strategic and operational management in all areas of communication:

- Accounting and strategic planning
- Digital communication, social media and community management
- Public relations and event management

Alumni are now working for BMW, Bosch, FIAT, Filmmaster Productions, Firmenich, Foodora (Rocket Internet), Google, Gucci, L'Oréal, Leo Burnett, McCann, Mediacom, MSL Group, Nestlé, Ogilvy & Mather, Pandora, Pepsico, Publicis, Redbull, Saatchi & Saatchi, TBWA, We are social, Young & Rubicam, 3M.

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## Curriculum

The 4 Es of the Master in Corporate Communication excellence:

### I. ENRICHING

- Corporate communication (5 ECTS/CFU)
- Communication planning and measurement (2 ECTS/CFU)
- Brand management & consumer-brand relationships (5 ECTS/CFU)
- B2C & B2B marketing (3 ECTS/CFU)
- Qualitative & quantitative market research (3 ECTS/CFU)
- Communication skills (3 ECTS/CFU)
- Professional life and negotiation (2 ECTS/CFU)
- Advanced English for relationship management\* (3 ECTS/CFU)
- Italian language and culture\* (3 ECTS/CFU)
- Far East culture and language\* (3 ECTS/CFU)

\* Language courses are alternative options

### II. EMPOWERING

- Market insights (5 ECTS/CFU)
- Advertising creative & media/budgeting strategy (4 ECTS/CFU)
- Public relations (5 ECTS/CFU)
- Social media management (5 ECTS/CFU)
- Retail experience (2 ECTS/CFU)
- Consumer behavior (3 ECTS/CFU)

### III. ENHANCING

- Business-to-business relationships (3 ECTS/CFU)
- Internal communication (2 ECTS/CFU)
- Event management (3 ECTS/CFU)
- Crisis communication & issue management (2 ECTS/CFU)

### IV. EXPERIENCING

- Creativity lab (3 ECTS/CFU)
- Consultancy project ongoing (7 ECTS/CFU)
- Professional ongoing training (individual assessment interviews; self-branding sessions; team-working support; diversity management training; job interview simulation; field trips)

## Program-specific entry requirements

Graduates with a Bachelor or a Master Degree (BA, BS, MA, MS, or MBA) in economics, management, languages, communication, and human sciences. All applicants should have a basic communication or marketing knowledge acquired during tertiary education or professional experience.

See the entry requirements section at 58 for other general graduate requirements.



“During the program I built knowledge applicable in various areas and career paths, helping me to improve my communication, writing and creativity skills.”

SAVANNAH, USA

# Economics and Finance 2<sup>ND</sup> LEVEL ADVANCED SPECIALIZING MASTER

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	November 2019 - October 2020	60	13

### INNOVATIVE METHOD

The Master is taught entirely in English to a fairly small but varied class of students from all over the world, by a faculty that is very active in research and well integrated in international professional networks. Occasional mini-courses and lectures by leading international scholars, as well as a year-long seminar series complete our offer.

### A SOLID ACADEMIC BACKGROUND

The Master provides students with all the essential tools and concepts to become accomplished economists. All courses are taught at an advanced level and are designed to build the key competences for successfully dealing with the demands of the best Ph.D. programs in Economics, or for starting a career in leading research institutions.

### YOUR PASSPORT TO...

The emphasis on political/public economics provides an ideal starting point for careers in central banks, governments and international organization such as ILO, IMF, or the World Bank. At the same time, the emphasis on finance paves the way for a career in the private sector in fields such as corporate finance, as well as asset and wealth management.

### FOCUS ON POLICY AND FINANCE

Besides all fundamental coursework for today's economists, our students will be able to take classes in both public/political economics and/or finance, gaining the expertise to professionally evaluate the current policy debate or to enter the world of finance.

The Master in Economics and Finance is a graduate program that allows students to complete their training in economics providing them with a thorough understanding of the role and working of the economic and financial markets and institutions in modern economies.

The Master is a full-time, intensive course, with a maximum enrollment of 20 students. The Master offers courses taught in English and it is accessible to students of all countries. The graduate certificate, issued by Università Cattolica, is recognized as a second level Master's certificate by the Italian government.

### Learning objectives

The Master will allow students to acquire the knowledge and research experience needed in order to pursue further studies with a Ph.D. in Economics, allowing students to integrate their academic experience with professional skills of theoretical and practical relevance.

Graduate students are invited to take part in the Seminar series, organized by the Department of Economics and Finance on a weekly basis. During the last two years, it has featured scholars from top European and U.S. Institutions, such as Northwestern University, University of Southern California, University of Maryland, European Central Bank, CEMFI-Madrid, Université de Toulouse, Tel Aviv University, Queen Mary College of London and Universitat Autònoma de Barcelona.

Our research environment also benefits from many initiatives, such as an “Annual Lecture” in Political Economy, which, in recent years, has been delivered by prominent academics such as James Robinson (Harvard University), Peter Howitt (Brown University), Howard Rosenthal (Princeton University), and Daron Acemoglu (Massachusetts Institute of Technology - MIT).

### Career opportunities & professional recognition

Students will be able to integrate their academic experience with professional skills of theoretical and practical relevance for building a professional career in the research departments of banks, governments and international organizations such as IMF, World Bank, OECD and ILO, as well as in the financial domain.

### Curriculum

1<sup>ST</sup> TERM (NOVEMBER 2019 - DECEMBER 2019)

- Mathematics (8 ECTS/CFU)

2<sup>ND</sup> TERM (JANUARY 2020 - MARCH 2020)

- Econometrics (10 ECTS/CFU)
- Microeconomics - advanced course (10 ECTS/CFU)

3<sup>RD</sup> TERM (APRIL 2020 - JULY 2020)

- Macroeconomics - advanced course (10 ECTS/CFU)
- Research methods (6 ECTS/CFU)
- Public economics/Finance (8 ECTS/CFU)

4<sup>TH</sup> TERM (SEPTEMBER 2020 - OCTOBER 2020)

- Project work (8 ECTS/CFU)

### Project work

The Master is granted upon the completion of all coursework and of a research project by which the candidate shows her/his ability to dominate the topics covered in the coursework undertaken in the first three terms. Typically the research project takes the form of a research paper written under the supervision of a member of the Master faculty or of a researcher approved by the Director of the Master. Under certain circumstances, a student may be given the opportunity to undertake an internship on a project that is evaluated by the Director of the Master being consistent with the Master goals. In these cases, the research paper can be substituted by an essay detailing the results achieved during the internship, to be written under the supervision of a member of the Master faculty and/or of the external tutor supervising the internship activity.

### Program-specific entry requirements

Students need to hold a degree that allows access to a Ph.D. program in the awarding country of the degree.

See the entry requirements section at page 58 for other general graduate requirements.



“The program allows students to take advanced economics and finance courses, providing them with the knowledge of both sectors for the future.”

ALEKSANDRA, SERBIA

# International Business REGULAR CLASS

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	MIB Fast Track: 12-15 months (depending on the duration of the Internship); MIB International Track: 15-18 months MIB; Master level Track: 24 months (1-year specialization abroad, post MIB Year 1)*	70, 100, 120 (depending on track)	9

## PROFESSIONAL EXPERIENCE

Company and cultural visits, business games, field work and internship activities all allow students to discover what a real working environment is like. Students attend around 20 conferences with outstanding speakers, entrepreneurs, top managers and professionals of large multinationals and innovative SMEs that allow students to share ideas with the business players.

## FROM THEORY TO PRACTICE

In an increasingly challenging job market, Università Cattolica takes great pride preparing its students with the adequate knowledge, skills, and motivation to make an impact and become leaders in a global context. MIB students are in the ideal position to put into practice the knowledge gained in the program that is so valued and sought.

## INNOVATIVE METHOD

One of the significant features of the Master is the tight cooperation established with more than 100 partner firms worldwide. This strong partnership gives students the outstanding specialization opportunities related to internationalization process of the firms as well as working and living experiences in the most dynamic and relevant market areas of the world.

## PEER-TO-PEER LEARNING

MIB supports students in designing their own career, which is aided by the diverse skills, backgrounds, and nationalities that make up the student body. This fosters peer-to-peer learning whilst at the same time provides a versatile learning context. Additionally, students will be exposed to the strong community of alumni, business professionals, academics and entrepreneurs for career support and development, which will help students set the foundations to becoming culturally-astute business leaders for the global field.

The Master in International Business provides a relevant training experience that allows participants to join the next wave of dynamic business leaders. The program will train you to have the skills needed to succeed in the global marketplace. Contents are designed according to firms' requirements, allowing companies to select up-to-date competencies to successfully face global business perspectives in rapidly changing economies. MIB challenges its students through rigorous coursework and practical work activities, training its students to place concepts and theory into practical application. Set in diverse global contexts and in a global classroom, MIB students don't merely think global, they simply become global.

### Learning objectives

Students will be asked to use all the acquired knowledge and skills to solve international management problems, consolidating them and applying them to the real world of business. One of the most important components of the course is the strong collaboration with an impressive network of firms. This provides participants with first-hand access to professional expertise to prepare them for the international business world. Several practical work activities are offered with the aim to turn academic experience and theoretical knowledge into a professional, multicultural experience. Acquired skills include change management, customer-driven transformation, group negotiation and intercultural communication, project management, business process analysis and management.

### Career opportunities & professional recognition

The program prepares students for a range of diverse careers,

providing students the opportunity to work in varied roles and geographies. Many take management positions in departments of multinational companies and SMEs, in areas including general management, human resources, accounting, foreign trade and international marketing. Others find roles in the field of business consultancy.

### Curriculum

- Economic and financial analysis
- International finance
- Industrial economics
- International marketing
- International banking
- International people management
- International brand management
- Legal system and international contractual law
- International business strategy and international entrepreneurship
- Social skills and negotiation techniques
- Transportation and logistics
- International economics

### Partner companies

One of the salient features of the Master is the tight cooperation established with more than one hundred partner firms worldwide. This network intends to help businesses and organizations improve their competitiveness and capability to infiltrate international markets by effectively exploiting knowledge and skills that reside within the know-how and expertise offered by the MIB partner universities. The Master enjoys the valuable support of a business network, which includes:

- 3M
- Accenture
- Altran
- Aran Cucine
- Atlantyca
- Entertainment
- Auchan
- Bain & Company
- Baker & McKenzie
- Bolton Group
- Brembo
- Campari
- Chiquita Fruit Bar
- Cinecittà
- Cleverlab
- CNA
- Continuum
- Innovation
- Coppa+Landini
- Credit Suisse
- Disignum
- Dolce & Gabbana
- DN Logistic
- Eataly
- Eni
- EON Energia
- Esprinet
- Fedon
- Fratelli La Bufala
- GES Italy
- GMT Partners
- Halldis
- Holiday Inn
- Illy
- Innocenti Depositi
- IBM
- Ica Finance
- LVMH
- Maurizio
- Baldassari
- Moleskine
- Moncler
- Na pizz
- NCR
- Neticon
- NH Hotels
- New Zealand Embassy
- Opus three
- Osram
- Peroni
- Poliform
- PSA Peugeot Citroën
- RC. Media
- Richemont
- Rintal
- Rhode&Schwarz
- Shaa
- Sky
- Spring Professional
- Stage Entertainment

### Program-specific entry requirements

- Students may have various backgrounds in Agriculture, Biotechnology, Industrial Chemistry, Information Technology, Economics and Management, Engineering, Foreign Languages, Law, Literature and Philosophy, Physics, Statistics, Mathematics, Political Sciences, Chemistry, Psychology, Sociology, Statistics
- A good command of the English language (both oral and written) is essential. Good knowledge of a second language is an advantage (among Chinese Mandarin, French, German, Hindi, Italian, Japanese, Portuguese, Russian, Spanish, Urdu)
- The potential candidates should be interested in international career developments, have an inclination to interpersonal relationships and team work, sensibility for international cultures. Furthermore, potential candidates should be market-oriented and goal-oriented, capable to cope with situations and problems in an international business environment

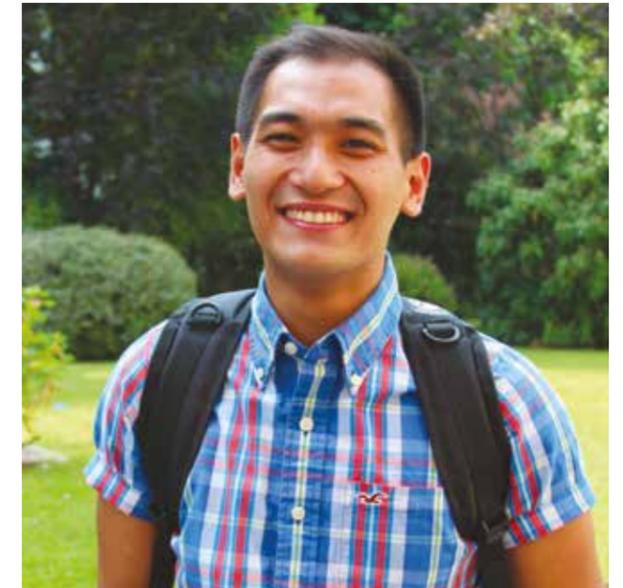
Candidates must prove proficiency of the English language.

JAN RUDOLPH, PHILIPPINES

Accepted certificates include:

- TOEFL: internet - based (iBT) of at least 80 points; computer - based (CBT) of at least 213 points; paper - based (PBT) of at least 550 points
- IELTS: of at least 6 points
- PTE: of at least 53 points
- CPE/CAE: any successful results if available

The certificate is not required for neither native English applicants, nor for students who have obtained an English-taught bachelor.



"When I realized I wanted to become an entrepreneur, the Master in International Business just seemed like the logical answer."

# International Business EXECUTIVE CLASS

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	MIB Fast Track: 12 months MIB International Track: 15-18 months September 2019 - September or December 2020/March 2021*	70, 100 (depending on track)	4

## YOUR GOLDEN PATH TO PROFESSIONAL SUCCESS

The course content and the focus on personal development provides participants with a new vision and new ambitions that enable participants to specialize in international business management, improve their international understanding and maximize their networking opportunities. Contents are designed according to firms' requirements, allowing companies to select up-to-date competencies to successfully face global business perspectives in rapidly changing economies.

## INNOVATIVE METHOD

The Master in International Business Executive Class offers a specialization track on international business management, online materials and tutorials for basic contents, pathways to build expertise at the edge of innovation, learning labs with dedicated mentorships, meetings with key players in industry, project works and networking events with alumni and recruiters. The diverse age groups, professional experiences, background, genders, nationalities and cultural heritages of both participants and faculty members create a rich platform for debate, which represents a key feature of the MIB Executive Class teaching style.

\*MIB Fast Track participants may decide to join the optional International track after enrolment.

### AN ELITE TEACHING AND RESEARCH FACULTY

MIB's teaching staff is made up of leading experts from around the world and includes some of the brightest researchers in the fields of finance, economics, financial analysis and accounting, and business law.

### UNPARALLELED BUSINESS RELEVANCE

MIB's close ties to business translates into exciting education. Top executive partners are involved in programs and project works to ensure real-world relevance.

The Master in International Business (MIB) Executive Class, promoted by the Faculty of Economics in Milan, is designed for participants with a professional experience, who want to make a significant change in their careers. The program aims to prepare talented participants for the challenges of a steadily evolving, multicultural business world. Training provides enhanced technical, operational, conceptual and managerial skills and leads to positions at international firms and in a wide range of capacities, including business development, product development, sales management, purchasing, customer services, logistics and operations, consulting, market analysis, digital business and emerging markets.

#### Learning objectives

The program has forged links with an impressive network of firms both to design the courses and to provide the participants with first-hand access to the international business world. Several practical work activities are offered with the main objective to turn academic experience and theoretical knowledge into a professional, multi-cultural experience. Topics and contents of the activities are jointly drafted with the hosting/coordinating companies, and the student is thereby directly involved and plays an active role in the host company's internationalization process.

#### Career opportunities & professional recognition

The program prepares students for a range of diverse careers, providing participants the opportunity to work in varied roles and geographies. Many take management positions in departments of multinational companies and SMEs, in areas including general management, human resources, and accounting, foreign trade and international marketing. Others find roles in the field of business consultancy.

#### Curriculum

- Economic and financial analysis
- International finance
- Industrial economics
- International marketing
- International banking
- International people management
- International brand management
- Legal system and international contractual law
- International business strategy & international entrepreneurship
- Social skills and negotiation techniques
- Transportation and logistics
- International economics

#### Program structure

- Kick off-Intensive Week: 40 hours - October 2019
- Lectures: October - December 2019 (Friday Evening - Saturday morning in presence + e-learning modules)
- Participation to conferences (optional): scheduled during the first period on Monday and Tuesday
- Winter vacation: from Dec. 21, 2019 to Jan. 6, 2020
- Intermediate Intensive week: 40 hours - January 2020
- Lectures: January - May 2020 (Friday evening - Saturday morning in presence + e-learning modules)
- Project work: January - June 2020
- Final Intensive week III (40 hours - April 2020)
- Final Exam: within September 2020

#### Pathways

In addition to core courses, MIB Executive Class provides pathways to participants who are interested in building expertise at the edge of innovation in management and business topics, in emerging areas and evolving industries. A pathway is an integrated, cross-functional sequence of courses designed to address a particular skill set or industry for which there is active student and recruiter demand. You have the flexibility to pursue any number of pathways and go as deep as you like. Pathways are not noted on transcripts.

#### Partner companies

One of the salient features of the Master in International Business is the tight cooperation established with more than one hundred partner firms worldwide. This network intends to help businesses and organizations improve their competitiveness and capability to infiltrate international markets by effectively exploiting knowledge and skills that reside within the know-how and expertise offered by the MIB partner universities. MIB enjoys the valuable support of a business network, which includes:

- 3M
- Accenture
- Altran
- Aran Cucine
- Atlantya
- Entertainment
- Auchan
- Bain & Company
- Baker & McKenzie
- Bolton Group
- Brembo
- Campari
- Chiquita Fruit Bar
- Cinecittà
- Cleverlab
- CNA
- Continuum
- Innovation
- Coppa+Landini
- Credit Suisse
- Disignum
- Dolce & Gabbana
- DN Logistic
- Eataly
- Eni
- EON Energia
- Esprinet
- Fedon
- Fratelli La Bufala
- GES Italy
- GMT Partners
- Halldis
- Holiday Inn
- Illy
- Innocenti Depositi
- IBM
- Ica Finance
- LVMH
- Maurizio Baldassari
- Moleskine
- Moncler
- Na pizz
- NCR
- Neticon
- NH Hotels
- New Zealand Embassy
- Opus three
- Osram
- Peroni
- Poliform
- PSA Peugeot Citroën
- R.C. Media
- Richemont
- Rintal
- Rhode&Schwarz
- Shaa
- Sky
- Spring Professional
- Stage Entertainment

#### Program-specific entry requirements

- Candidates may have various backgrounds in: Agriculture, Biotechnology, Industrial Chemistry, Information Technology, Economics and Management, Engineering, Foreign Languages, Law, Literature and Philosophy, Physics, Statistics, Mathematics, Political Sciences, Chemistry, Psychology, Sociology, Statistics
- A good command of the English language (both oral and written) is essential. Good knowledge of a second language among Chinese (Mandarin), French, German, Hindi, Italian, Japanese, Portuguese, Russian, Spanish, Urdu is considered as a preferential admission criterion
- The potential candidates should leverage on a few years work experience, they should be interested in international career developments, have an inclination to interpersonal relationships and team work, sensibility for international cultures. Furthermore, the potential candidates should be market-oriented and goal-oriented, capable to cope with situations and problems in an international business environment

# International Marketing Management (MIMM)

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics - Psychology	September 2019 - December 2020 ■ Classes: September - April ■ Internship and/or final project: May - December	60	4

### PROBLEM SOLVING

MIMM offers a set of strategical and operational skills, useful for facing complex international situations. Furthermore, MIMM will help students in developing strategic capabilities in search for innovative and creative customer-based marketing strategies.

### A 360 DEGREE EXPERIENCE

The strong relationship forged between the students, their involvement in different activities and contexts, as well as the city of Milan will make the Master an extraordinary living experience.

### WORLD-CLASS FACULTY

Academics, professionals and keynote speakers with international profiles will enhance students' learning experience.

### INTERDISCIPLINARY APPROACH

The Master embraces two different scientific fields of study: Management (international business and marketing) and Psychology (consumer behavior and marketing researches). This extends and enriches students' perspectives and capabilities to understand markets and customers in greater depth.

The Master in International Marketing Management (MIMM) provides a broad learning and training experience that helps students enter the job market. The program aims at preparing students for a successful career in international marketing management, whether in a large multinational firm, a smaller company, or his/her own business. The Master is characterized by active learning and student interaction, aimed at developing individual skills of analysis and decision-making. In particular, the traditional teaching methods through the presence of academics with international profiles, managers, case discussions, role plays, individual or group projects, also commissioned by companies and business organizations and seminars.

#### Learning objectives

The Master helps students to acquire the knowledge and competences required to analyze the international markets, and to take on managerial, commercial and marketing responsibilities. It enables students to work in international contexts thanks to a unique training process that virtuously integrates the economical-managerial disciplines with the psychological-organizational ones. A mix of different competencies will enhance the quality of the learning environment and allow students to share different perspectives of the marketing field. The Master aims at training professionals able to comprehend and put into action a cross-cultural approach in the negotiation and strategy development phase. Students must learn to continuously adequate themselves to various and dynamic business contexts.

#### Career opportunities & professional recognition

Graduates from the Master will gain full marketing management knowledge and practices. They may take positions in any company or agency to carry out tasks related to marketing and customer management and marketing research. Other opportunities include: market research centers and institutes or marketing offices of multinationals as well as smaller companies, as junior market analysts, junior marketing managers, junior product and brand managers, junior export and sales managers etc.

#### Curriculum

##### FUNDAMENTAL COURSES

- Fundamental economics courses (10 ECTS/CFU)
  - Fundamentals of business and management
  - Principles of marketing
- Fundamental psychology courses (10 ECTS/CFU)
  - Fundamentals of social sciences and psychology for marketing
  - Principles of applied social research methodology

##### CORE COURSES (32 ECTS/CFU)

- International business
- Understanding international markets
- Consumer behavior
- International marketing research
- Marketing strategies in an international setting
- Managing the international marketing mix
- Evaluating companies and markets for action
- Managing psychology in an intercultural context

#### FIELD PROJECTS AND SEMINARS (6 ECTS/CFU)

Teaching method includes seminars and conferences from guest speakers and practical activities:

- Field works implemented by small groups and coached by partner firms
- Project works

#### INTERNSHIP AND FINAL REPORT (12 ECTS/CFU)

##### Program-specific entry requirements

- Applicants are required to have a Bachelor's degree in Economics or a Bachelor's degree and/or Master of Science in Psychology
- Candidates with a different educational background can be admitted to MIMM after being evaluated by the program's Scientific Committee
- Prerequisite for access to the program is a good knowledge of the English language (see page 54) and a basic level of the Italian language

See the entry requirements section at 58 for other general graduate requirements.



"The international outreach and focus of the program allowed me to attain a portable education and land my dream job at Bentley Motors in the UK. "

RONI, CROATIA

## Luxury Goods Management

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	In class courses from September 2019 to April 2020; Project work and non-curricular internship from April to September 2020	70	6

#### INTERNATIONAL ENVIRONMENT

EMLUX full-time, now in its sixth edition, is taught entirely in English by an international faculty to an international class of students. A key element to compete in the luxury environment that is international by nature and definition.

#### LEADING PROFESSIONAL FACULTY

Our program's approach is aimed at teaching concrete strategies and tools. Our faculty, which is a mix of academics and professionals from the luxury industry, is the ideal setup to obtain this objective.

#### CROSS-FUNCTIONAL APPROACH

Our program allows students not only to study all company functions through the lens of a company operating in the particular environment of luxury goods, but also to explore different sectors from fashion to jewelry & watches to yachts and accessories.

#### FOCUS ON LUXURY

All the courses focus on both the peculiar strategies and approach of luxury companies in terms of marketing, communication, sales and retail, product development, customer care and operations, which differ highly from those of FMCG.

The Master in Luxury Goods Management (EMLUX) is aimed at those students who wish to carry out their career path in the luxury industry, a sector that requires both an understanding of the process of creativity and a solid managerial approach in order to succeed in an international multifaceted environment. With a concrete approach, EMLUX allows you to understand the peculiar logic and strategies of luxury companies, that master the ability to craft products desired by clients worldwide.

#### Learning objectives

Starting from the necessary cultural foundations of luxury and the understanding of the utmost importance of craftsmanship and of the *Métiers d'Art* which are vital for this industry, EMLUX proceeds to unfold the managerial tools that dominate the functions of a luxury company, with a particular focus on brand and marketing management, communication, retail, finance and accounting, which are key to obtain economic stability and long term growth. Our approach is cross-functional as we believe that today's and tomorrow's managers are required not only to be specialized in their own field of expertise, but need to be aware of all the connections among different areas.

#### Career opportunities & professional recognition

EMLUX allows you to acquire an overview of all the different functions of a luxury company so you will be able to understand the peculiarities of the companies that operate in this sector and choose the path for the professional growth that best suits your interests and passions. Participants will therefore be exposed to the fundamentals needed to start the following careers:

- Marketing or Brand manager
- Product manager
- Licensing manager
- Retail/wholesale manager
- Communication manager
- Area manager
- Buyer/Merchandiser

#### Curriculum

- Luxury: definition, environment and characteristics (intr. course)
- Sociocultural analysis of luxury
- Human resource management & business organization
- Cross cultural management & organization
- Marketing management
- Brand management
- Global integrated marketing communication
- Research techniques in the luxury industry
- Accounting, financial management and performance measurement
- Pricing and retail in the luxury industry
- Sales and customer relationship management
- Legal issues
- Supply chain strategy and network design
- Manufacturing, distribution & operations
- Product design and development
- Innovation & trends
- Beginner and intermediate Italian or French language courses

The teaching method is based on: lessons, case analyses, projects and presentations, group and individual work sessions, out-of-class assignments, finalized by a Project Work with a practical approach to a managerial issue relating to the luxury industry. To complete the perspective on the luxury environment EMLUX activities include company visits such as: Baglietto and Sanlorenzo (yachts), Damiani, Van Cleef & Arpels, Chaumet (jewellery), Atelier Pino Grasso (fashion), Excelsior (concept store), Ca' del Bosco (wine & spirits), Fondazione Prada, Fondation Louis Vuitton and Gucci Museum (art and culture), etc.

#### Session in Paris

EMLUX includes a session in Paris, France, with a focus on French luxury. The session is a mix of lectures and visits ranging from jewellery to champagne, from hotellerie to leather goods, etc.

#### Partner companies

EMLUX has been developed in collaboration with the *Cologne Foundation* for the *Métiers d'Art* and with the *Fondation de la Haute Horlogerie*.

#### Faculty & teaching staff

The following have lectured in the Master:

- Glyn Atwal, Professor and Author of *Luxury Brands in Emerging Markets* and *The Luxury Market in India: Maharajas to masses*
- Paolo Balistrieri, Head of Anti-counterfeiting for Southern Europe at Louis Vuitton Mallettier - LVMH Fashion Group
- Philippe-Alexandre Bernatchez, Head of Marketing and Communication, Champagne Ayala
- Christopher Berry, Author of *The Idea of Luxury: a Conceptual and Historical Investigation*
- Davide Castelveto, Head of CRM - Marni
- Alberto Cavalli, Lifestyle and Luxury Goods Correspondent by *Vedomosti*, the leading Russian financial newspaper
- Michel Chevalier, Professor - University Paris Dauphine; Author of *Luxury Brand Management*, *Luxury China: Opportunities and Market potential* and *Luxury Retail Management*
- Marco De Angeli, Clients and External Relations Director - ABC
- Alberto Festa, Luxury Consultant, former Managing Director Vhernier
- Pino Grasso, Haute Couture Embroiderer winner of the *Prix Talent du Luxe et de la Création* of the *Centre du Luxe et de la Création Paris*
- Paola Leoni, Founder and Managing Partner - Corporate Advisors
- Matteo Marzotto, Vice President of Italian Exhibition Group, former CEO of Valentino and Vionnet



"I chose this program because I wanted a deeper understanding of the Luxury Goods sector, from fashion to automotive, from jewelry to champagne."

MARIA GIOVANNA, ITALY  
Employed at Brooks Brothers, Milan

- GianMario Motta, Chief Business & Client Officer - Spring Studios
- Uché Okonkwo Executive Director - Luxe Corp, Author of Luxury Fashion Branding and Luxury Online: Styles, Systems, Strategies
- Eleonora Rizzuto, Director Corporate Sustainability & Responsibility (CSR) - Bulgari
- Carl Rohde, Head of Science of the Times, Professor of trend-watching at Fontys University of Applied Sciences
- Emanuele Sacerdote, Board Director co-CEO - Strega Alberti Benevento SpA
- Stefano Turconi, Sloan Fellow and Strategy Research Associate at London Business School

- Alessandro Varisco, CEO - Twin-Set
- Pierre Xiao Lu, Professor and Author - Elite China: Luxury Consumer Behavior in China and Luxury China - Market Opportunities and Potential

See the entry requirements section at page 58 for general graduate requirements.

# Strategic Management for Global Business

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	ALTIS	September 2019 - September 2020	64	12

## ALTIS – WHEN ACADEMIA MEETS INDUSTRY

ALTIS – Graduate School Business and Society of Università Cattolica del Sacro Cuore is a unique body that combines academic excellence and an action-oriented partnership with leading companies and organisations. Established in 2005, ALTIS didactic approach promotes business and management innovation with a particular focus on the rapid changes in society and how to turn global challenges into business opportunities. Today ALTIS has a portfolio of 17 Master and MBA programs in management both in Europe and in Africa.

## AN INTEGRATED METHOD

The didactic method is highly innovative: besides the academic lessons, students will enhance their learning through seminars with experts and market players, and will simulate their future business environment through interactive activities such as workgroups, assignments and role plays.

## EMPOWERING TOMORROW'S PROFESSIONALS

The outstanding academic preparation, derived from the 100-year heritage of Università Cattolica, is supported by ALTIS practical and interactive teaching methods, which include first-hand experiences and the opportunity to meet international experts and managers from multinationals and start-ups. Through this approach, the Master provides a hands-on, 360° perspective on strategic management, forming young professionals ready to work in a complex global environment. Whirlpool, Amazon, Ernst & Young, PWC and Credit Agricole are just some of the companies that welcomed ALTIS students as interns, consultants and employees in the recent editions.

## TAYLOR MADE ON-FIELD PROJECT

Students will be guided throughout the Master with tutoring activities aimed at facing the job market effectively by discovering their potential and helping them to find their fittest on-field project, be it an internship, a business plan for a start-up or a consultancy report.

In the 12th edition of the Master in Strategic Management for Global Business you will learn how to:

- Understand the drivers of long-term success of a company
- Recognize the challenges of the global context and to turn them into opportunities
- Leverage on the issues of impact management, corporate social responsibility and sustainability to boost business strategies

### Learning objectives

During the master you will develop:

- a broad understanding of the firms as an organic mechanism that relates to a global economic and social environment
- competences and capabilities to work in and strategically manage all functions of a company
- knowledge to draw a sound and sustainable business and tools to start new entrepreneurial initiatives

- skills and metrics to analyze an existing company (family business or client), highlighting strengths and weaknesses in order to develop and propose innovative and effective development plans, as entrepreneurs or strategic consultants

### Career opportunities & professional recognition

The Master prepares students to become:

- Managers capable of guiding enterprises' processes and functions in an innovative, sustainable and socially responsible way, both in small and medium enterprises and in multinational contexts
- Entrepreneurs of small and large scale enterprises capable of starting a new business and/or expanding an existing one
- Consultants capable of professionally and effectively interact with clients and suggest innovative strategic solutions for their business

### Curriculum

The Master has a blended formula, mixing online courses that can be attended from home (introductory autumn session and summer session), in-class courses (October 2019 - June 2020) and the on-field project (internship or paper).

Courses will be grouped in the following five streams (corresponding to a set of competences to be developed):

#### DESIGN STRATEGY

Main topics: Business and Corporate Strategy, Entrepreneurship and Business Planning, Operations and Project Management, Innovation and Sustainability.

#### MANAGE ORGANIZATION AND PEOPLE

Main topics: Organization and HRM, Multicultural management, Leadership.

#### TARGET GLOBAL MARKETS

Main topics: Strategic and digital marketing, Communication and promotion, Sales strategies and operations

#### MEASURE BUSINESS PERFORMANCE

Main topics: Economics and Globalization, Financial and Managerial Accounting, Finance

#### TREND TOPICS

Moreover, dedicated seminars and workshops will analyze the hottest market trend-topics and will offer students the tools to improve their chances to enter the job market.

#### On-field project

The Master includes a three months on-field project, whose aim is to give students the opportunity to experience and put the competences and skills acquired with the master into practice. The on-field project can be an internship, a business plan for a start-up or an existing company, a consultancy project or a research paper. A tailor-made tutoring process will support each student in the definition and execution of her/his on-field project.

A knowledge of Italian language will favor students in search of a local internship.

#### Faculty & teaching staff

A well-mixed faculty consisting of both top qualified Università Cattolica professors, national and international visiting lecturers, and experienced professionals guarantees a solid knowledge base together with a truly market oriented learning experience. Guest speakers from renown multinationals, consultancy groups and successful entrepreneurs will enrich lectures with vivid testimonies and with networking opportunities.

#### Partner companies

An extensive and consolidated network of companies, deriving from more than a decade long Master's history and from the manifold activities of ALTIS, guarantees a great exposure to the market, both for in-class activities and in relation to the students' on-field project.



“During the Master we had the chance to meet globally-recognized experts who taught us how to apply the theories we learnt into practice. Being exposed to such a knowledgeable community has been a great opportunity for networking and future career developments.”

VANIDA, THAILAND

#### Program-specific entry requirements

Applicants may have various background with a preference for students from Business Administration, Economics or Engineering studies. The undergraduate degree must be obtained before the start of the program.

Strong motivation, managerial and entrepreneurial orientation as well as interest in the topics of impact entrepreneurship, internationalization, innovative businesses, sustainability and CSR will add value to your candidacy.

A good GMAT or GRE score (not compulsory) will facilitate the access to a scholarship opportunity.

See the entry requirements section at page 58 for other general graduate requirements.

# International Screenwriting and Production (MISP)

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Arts and Philosophy - Linguistic Sciences and Foreign Literatures	<b>Next edition:</b> September 2020 - November 2021	60	10

## INDUSTRY RELATED

The Master in International Screenwriting and Production (MISP) provides students with the adequate knowledge, wide-ranging skills and contacts to meet the requests of an increasingly global and varied audiovisual industry.

## EMPLOYMENT OPPORTUNITIES

The MISP aims at providing the students with a 360 degree education in the audiovisual field, so as to create professionals able to tackle both creative and organizational/managerial tasks and work in wide-ranging professional environments.

The Master in International Screenwriting and Production aims at creating professional scriptwriters, story editors and producers, providing them with a thorough understanding of the audiovisual industry and a strong knowledge of the storytelling techniques, which are the heart of every project of feature film and television series. The MISP is a full-time intensive course, with a maximum enrollment of 42 students.

## Learning objectives

The Master will allow students to acquire the required knowledge to work in the entertainment industry, both as writers and/or professionals working in production or distribution companies, TV networks, talent agencies or as production assistants. Students will receive a comprehensive and high level training which effectively combines the academic expertise of university professors with the professional know-how of high-ranking professionals with international profiles.

## Career opportunities & professional recognition

Graduates from the MISP are exposed to a wide range of career opportunities. Graduates have both the theoretical knowledge and the methodological tools suited to pursue professional and managerial careers as:

- Screenwriters or creative producers of television series and feature films;
- Authors of TV entertainment programs and documentaries, copywriters, creators of video games and web series, writers of comic books and novels and fiction editors in publishing companies;
- Story editors and script consultants;
- Supervisors of evaluation, acquisition and programming of TV shows;
- Professionals working in different areas of the television and film industry (physical production, distribution, acquisition, product placement, etc.)

## ALUMNI ACHIEVEMENTS

In previous years, alumni from MISP have been working as writers and producers for top rating TV series and highly successful feature films, or as writers of best selling novels, published in many countries; many of them have been working in high-ranking audiovisual companies such as Cattleya, Disney, Endemol, Focus Features, Fremantle, Lux Vide, Mediaset, RAI, SKY, among others. They work not only in Italy, but also in London, Los Angeles, Madrid, New York, Paris, etc.

## Faculty and guest lecturers

Here is a list of some Professors and Guest Lecturers:

- Francesco Arlanch, screenwriter (Anna Karenina, Mary of Nazareth, Medici)
- Luca Bernabei, CEO Lux vide, Rome
- Anne Brogan, producer, General Manger Kindle Entertainment, London
- Bobette Buster, script consultant and lecturer (USC, Pixar, etc.), Los Angeles
- Gianfranco Cordara, Vice-President International Digital, Disney, Los Angeles
- Armando Fumagalli, Director of the Master, professor of Semiotics and History of Cinema, Università Cattolica, script consultant for Lux vide
- Robin Lyons, Animation Writer and Producer, Calon (UK)
- Luca Manzi, Writer for novel, theater and television, and cofounder of the Master Program
- Cristiana Nobili, Director, Original Live Action Production, Disney Europe, Middle East and Africa (London)
- Jaime Ondarza, Vice President Europe and Africa, Turner
- Paolo Sigismondi, Professor of Global Entertainment, Annenberg School of Communication, University of Southern California, Los Angeles
- John Truby, Screenwriter and script doctor for Disney, Universal, Sony Pictures, Fox, HBO, BBC, etc.

## Curriculum

- Screenwriting theory (8 ECTS/ CFU)
- Script analysis and project evaluation (8 ECTS/ CFU)
- Writing techniques for audiovisual products (12 ECTS/ CFU):
  - Screenwriting practice: treatments, scenes and dialogues, scripts, pitches
  - The writing of genres and adaptation
    - › Writing for different formats: comic books, novels, documentaries, entertainment TV shows, advertising, the web, mobile media, and transmedia projects

- Screenwriting and production of animation projects
- The audiovisual industry (4 ECTS/ CFU)
  - Industries and audiences
  - TV acquisition and programming and film distribution
  - The physical production: pre-production, shooting, post-production, contracts and budgeting
- Communication ethics (4 ECTS/ CFU)
- Workshop and practical exercises (8 ECTS/CFU)
- Final project (16 ECTS/CFU)

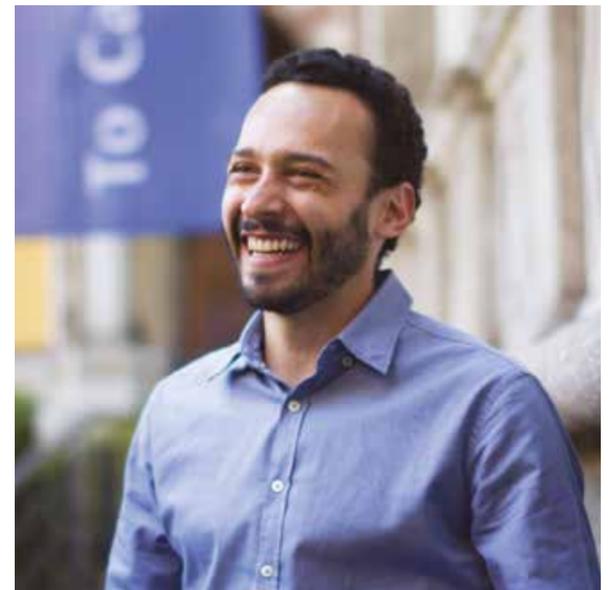
## Final project

Three months before the end of theoretical classes, students will be required to choose between one of the following careers: screenwriting or production. The students, who choose the screenwriting career, will have to write and deliver a final project from which the writing abilities developed during the program should emerge. Typically, the final project takes the form of a script for a feature film, which can either be an original idea or an adaptation. The final project can be written in English, Italian, French or Spanish. The students who choose the production career, will have the opportunity to undertake an internship on a film set or, if accepted by the companies, within an established production or distribution company, a TV network, an advertising agency, etc.

## Program-specific entry requirements

In order to enter the MISP, students need to hold an undergraduate degree (180 ECTS). Degrees in Literature, Philosophy, Foreign Languages, Media studies and Communication are preferable, but no other degree is excluded.

- The undergraduate degree must be obtained before the start of the program
- Università Cattolica will evaluate candidates' academic and personal background and decide if they meet the specific conditions for admission to the chosen graduate program
- Students must be able to excel in courses that are reading-and-writing intensive. Applicants are required to demonstrate a high level of English language proficiency



"In Colombia I worked as a Producer, but I felt that I needed a solid academic background in the field. The Master in International Screenwriting and Production helped me achieve this goal, as a result, I took one of my scripts to the Cannes Film Festival 2017."

ESTEBAN, COLOMBIA

See the entry requirements section at page 58 for other general graduate requirements.

# Arts Management

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Arts and Philosophy - Economics	January - December 2020	70	4

## AN INTERNATIONAL LEARNING EXPERIENCE

Located in the unique city of Milan which contributes to a valuable international perspective. This glowing city allows students to merge the learning experience with the cultural atmosphere of the city. Students will have the opportunity to practice their knowledge through field projects and internships even beyond the classroom.

## TRAINED FACULTY

A national and international academic and professional faculty using teaching methods that foster an interactive and hands-on approach to issues of cultural heritage management.

## CLASS PROFILE

The ideal participant is a young graduate or a young professional who has a strong interest in the management of cultural institutions and creative companies, in Italy and abroad. The ideal candidate has a strong commitment to understand the underlying logics and the special features of the cultural industries as well as a strong motivation to contribute to the advancement of management in the field.

The Master in Arts Management offers a unique learning experience preparing students to embark on a management career in the arts and creative industry. The one-year program aims at developing skills and providing tools to deal with the new challenges of the domains of both the visual and performing arts, with an international perspective.

#### Learning objectives

The main goals of the program are:

- Build and strengthen basic knowledge and understanding of the history of art (visual and performing), with particular attention to the contemporary world and the international scene
- Build and strengthen competence in economics and management as they apply to the cultural industry
- Build and strengthen competence in legislative transmit and reinforce the legislative knowledge and their application to the cultural field, in an international perspective
- To contribute to the advancement of cultural institutions and companies in Italy and abroad, by fostering interests for Art and its proliferation

#### Career opportunities & professional recognition

The Master will open up professional opportunities in the fields of organization, marketing and communications, accounting, legal affairs, projects and events management in cultural institutions and companies. Other professional opportunities are to be found in consulting and service companies in the fields of promotion, communication and management of cultural events, products and services.

#### Curriculum

Educational activities are divided into **core courses** and **advanced courses**. On top of the basic and advanced courses, participants will be involved in team-building activities at the beginning of the program.

#### TEAM BUILDING ACTIVITIES

To help participants meet each other and create a collaborative atmosphere in class. Moreover, these activities will introduce participants to Milan and its cultural assets.

#### CORE COURSES

The goal of basic courses is to reinforce competencies related to the two souls of the Master's Program: Humanities and Management. The courses provide training for skills in art history and arts management and they will give participants the opportunity to balance their competencies.

- **History of Visual Art.** The course is meant to provide students with the necessary knowledge and understanding of modern and contemporary art. Students will develop the ability to look at art beyond the dynamics of taste, appreciating its historical significance and the understanding of the reciprocal interaction between art-making and the art system.
- **Performing Arts History.** Music: the course will give students a foundation for understanding some of the basic relationships between Music History and Society. Students will gain insight into the world of the opera. Theatre: the course will briefly explore the history of European theatre from the Early Modern age to nowadays, focusing on political, social and economic aspects. Special emphasis will be placed on the Italian context.
- **Visual Arts System.** This course will give students a large and differentiated overview of contemporary effective practices for managing visual arts. Milan will be explored as a privileged observatoire for cutting-edge visual arts management practices.
- **Performing Arts System.** The course aims at providing students

with a wide view of the performing arts system, through the elaboration of a critical interpretation of its multiple features, from traditional roots to technological perspectives.

#### ADVANCED COURSES

The goal of advanced courses is to build up competencies in specific fields of arts management.

- **Cultural Policy.** This course provides students with a thorough understanding of the role of policy-makers in the production, distribution and consumption of arts and culture
- **Marketing for the Art.** The course is designed to introduce the principles and techniques of arts and culture marketing. After a brief introduction on traditional marketing, the course will focus on the specific characteristics of marketing applied to arts and cultural products
- **HR and Leadership in the Creative Industries.** HR Management in the arts industry aims at building people management, organization and project management competences for creative and arts-based organizations
- **Fundraising in the Arts.** Fundraising: The course introduces students to the fundamentals of fundraising for non-profit arts and cultural organizations. Crowdfunding: The course's overall objective is to present the fundamentals of peer-to-peer funding, that is, crowdfunding and social lending
- **Law and the Art.** The course aims at providing students with basic competences on both international and comparative criminal law protection of cultural heritage
- **Media in the Arts.** This course examines how arts organizations use digital media to fulfill their missions. The topics to be discussed are strategies, project management and digital tools for collections management, exhibitions and educational resources
- **Finance and Art Market.** This course will give students a foundation for understanding the structure and various segments of today's ever-evolving international art market
- **Strategy in the Arts.** This course will give students a foundation for understanding principles and practices of strategy and accounting in Arts and Culture Organizations (ACOs)

#### Internship

During the Master, students will undertake an internship in a non-profit institution, a company, or an association where the relationship between artistic and managerial thinking is crucial. Participants will receive support from the Master staff in each step of the internship project, in particular:

- Participants will receive support in writing up their Curriculum Vitae according to an appropriate standard
- During the program, individual interviews will be carried out by the Master staff to become familiar with the aspirations and motivational drivers of each candidate towards the professional world
- Students will be actively supported by the Master staff in searching for their internship
- Along with the internship, students, working in small team, will carry out a thesis project on the field

See the entry requirements section at page 58 for other general graduate requirements.

# International Cooperation and Development (MICaD)

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	ASERI	January - December 2020	60	14

#### ASERI - A CENTER OF EXCELLENCE

Since its foundation in 1995, ASERI has formed young professionals in the fields of international relations and international cooperation, in a stimulating, multidisciplinary learning environment. Students, faculty, and professionals from all over the world find a unique space for discovering new opportunities for their professional enhancement and create a valuable network for future collaboration.

#### OUR EXPERTS

Both academics and experienced professionals share their knowledge with students during group activities at ASERI, fostering critical and innovative thinking in facing development and emergency challenges.

#### JOB READY

The Master in International Cooperation and Development provides an opportunity for learning analytical tools, practical competences, critical thinking and "soft" skills for international cooperation. Personal skills are developed in class work and enhanced during the curricular internship.

#### GLOBAL PERSPECTIVE

Students from all continents find ASERI a unique opportunity for meeting an international faculty. They learn how to cooperate for a world of dignity, justice and peace by first of all practicing cooperation with each other, in a rich and challenging multicultural environment.

The Master in International Cooperation and Development offers a favourable learning environment for addressing issues of poverty, inequality, conflict, instability and uncertainty, which still affect the everyday life of a majority of the world population.

#### Learning objectives

The Master trains professionals to contribute to development cooperation with creativity, personality and competence, learning to interpret local and international events, interact with stakeholders and partners, identify and manage environmental and local culture-friendly interventions. This Master provides students with multidisciplinary training, specialized technical and managerial competences, and opportunity for enhancing their "soft" skills.

#### Career opportunities & professional recognition

Students who have completed the Master work in various national and international institutions and organizations: NGOs, private companies, think tanks, consultancies. They deal with poverty eradication, emergencies, development, migration, institution and democracy building in many different countries. The Master supports the students professional career, building on their previous background and enhancing their specific skills for cooperation and development.

#### Curriculum

MICaD includes four complementary levels, fostering multidimensional training and integrating scientific methodologies and operative competences.

#### 1ST LEVEL - SCIENTIFIC TRAINING

- Economic and human development
- Geopolitics, conflict and post-conflict
- Trade and finance for development
- Development law and institutions
- Project cycle management and theory of change

#### 2ND LEVEL - PROFESSIONAL TRAINING

- Development actors and strategies
- Crisis prevention, emergency, relief and recovery
- Resources and development: institutions, corruption, and conflict
- Human rights, human dignity and development
- Enhancing professional and cooperative skills

#### 3RD LEVEL - PROJECT WORK

Students are required to develop a personal research project on a topic related to development cooperation, with an interdisciplinary perspective, to be discussed with MICaD professors and/or professionals from partner institutions. The project work will often be connected to the internship experience, either as a preparation or as a concluding reflection.

#### 4TH LEVEL - INTERNSHIP

The Master is completed with an internship, identified with the support of the tutor on the basis of students' interests and abilities, also building on ASERI network.

#### Faculty & teaching staff

The Master offers high quality training and a collaborative space to a group of 25 students from all continents. The learning platform includes lectures, case studies, simulations, seminar discussions groupwork, and internship. Students receive personal support and tutoring for their internship, including CV and cover letter preparation. The faculty is composed of scholars, researchers and professionals from international institutions and non-governmental organizations, sharing their experience with the class.

#### FACULTY MEMBERS:

- Prof. Simona Beretta - MICaD Director, Università Cattolica del Sacro Cuore
- Dr. Giacomo Agosti - CESVI
- Dr. Lylen Albanì - CESVI
- Dr. Mariacristina Armellini - World Vision UK

- Dr. Sara Balestri - Università Cattolica del Sacro Cuore
- Dr. Romina Boarini - OECD
- Dr. Elena Casolari - Fondazione Opes onlus
- Dr. Frank Cinque - E4Impact
- Prof. Emilio Colombo - Università Cattolica del Sacro Cuore
- Prof. Paul H. Dembinski - University of Fribourg
- Dr. Giuliano Gargioni - Global Tuberculosis Programme, WHO, Geneva
- Dr. Deborah Grbac - Università Cattolica del Sacro Cuore
- Dr. Soraya Johaar - Career Development Specialist, Brussels
- Dr. Paolo Lembo - World Green Economy Organization
- Dr. Mariangela La Manna - Università Cattolica del Sacro Cuore
- Prof. Marco Lombardi - Università Cattolica del Sacro Cuore
- Prof. Mario A. Maggioni - Università Cattolica del Sacro Cuore
- Dr. Alberto Monguzzi - International Federation of Red Cross and Red Crescent Societies, Budapest
- Prof. Mathias Nebel - Universidad Popular Autonoma del Estado de Puebla, Mexico
- Dr. Francesca Oliva - AVSI
- Dr. Valeria Patruno - IAL Puglia s.r.l.
- Prof. Aldo Pigoli - Università Cattolica del Sacro Cuore
- Dr. Giovanna Prennushi - The World Bank, Washington
- Prof. Riccardo Redaelli - Università Cattolica del Sacro Cuore
- Prof. Michele Riccardi - Transcrime, Università Cattolica
- Dr. Andrea Rossi - UNICEF, Maputo
- Dr. Domenico Rossignoli - Università Cattolica del Sacro Cuore
- Dr. Valentina Rotondi - CSCC, Università Cattolica del Sacro Cuore
- Dr. Javier Schunk - PCM Trainer
- Dr. Monica Spatti - Università Cattolica del Sacro Cuore
- Dr. Nicola Strazzari - Vision Plus Media Enterprises, Turin
- Dr. Manuela Tortora - UNCTAD, Geneva
- Prof. Teodora Erika Uberti - Università Cattolica del Sacro Cuore
- Prof. Roberto Zoboli - Università Cattolica del Sacro Cuore



“Thanks to the Master in International Cooperation and Development I have been accepted for an internship at the International Trade Center in Geneva. In the long run my goal is to work with my government on good policies in the field of international Development.”

RENATA, BRAZIL

See the entry requirements section at page 58 for general graduate requirements.

In addition each year a number of professionals from international institutions, nongovernmental organizations, and applied researchers give open lectures and seminars.

## International Relations (MIR)

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	ASERI	January - December 2020	60	14

### WORLD-CLASS FACULTY

Students will take part in team projects and individual internships with the guidance of important academics from different countries and leading professionals from multinational companies, international institutions and non-governmental organizations.

### TAILORED PROGRAM

ASERI Masters Programs are in response to the current job market demands: they train students in a constant face-to-face comparison with theoretical topics, whilst provoking their personalities and experiences to form a practical and highly professional point of view.

### A MULTIDISCIPLINARY APPROACH

The openness of such an interdisciplinary Master is a real opportunity to extend your skills and build bridges between what you already know and how to transpose it to the current world.

The Master in International Relations is an innovative program developed for graduates wanting to deepen their knowledge in the field of International Relations. Distinguished faculty and top-level professionals make the Master a unique experience. MIR provides a well-balanced combination of theory and practice, enriching the learning process, by focusing on international relations, economics, politics and law, as well as those emerging issues that challenge today's global system.

### Learning objectives

The Master is tailored to train professionals with the analytical skills to comprehend the different elements that constitute our complex world; to develop students' abilities to collect and interpret information and international events; to manage technical and scientific aspects of international projects; to help students identify and interact with local and global cultures through a multidisciplinary approach and specialized competences.

### Career opportunities & professional recognition

Upon completion of the Master, students will be prepared to manage and evaluate specific international events and problems from different perspectives, consistently with their training and experience, within a variety of organizations: international institutions, private companies, research centers, public administrations, non-governmental organizations (NGOs), etc.

### Curriculum

The Master is spread over four integrated levels, aimed at fostering a multidimensional education, which includes research skills, analytical tools and professional development.

#### 1<sup>ST</sup> LEVEL - SCIENTIFIC TRAINING & MANAGEMENT SKILLS

The courses offer an important opportunity to meet international faculty and deepen the theoretical analysis of the economic, political, historical, legal and institutional issues relevant to the global system. Due to the multidisciplinary character of this area, students have the opportunity to study and evaluate specific problems from different, yet connected, perspectives.

#### 2<sup>ND</sup> LEVEL - ADVANCED TRAINING ON REGIONAL AREAS

The Master includes an advanced training program on the most relevant regional areas that governments, international organizations, non-governmental organizations and multinational private companies are facing. Professionals and experts from specific fields are involved in planning, organizing, and holding introductory courses, seminars and case studies on Africa, Asia, Europe, Latin America and Middle East.

#### 3<sup>RD</sup> LEVEL - PROJECT WORK

Students join in the elaboration of a project work where the multidimensional analysis of a problem leads to the identification of its fundamental nodes.

#### 4<sup>TH</sup> LEVEL - INTERNSHIP

The research activity is completed with an internship that gives students the invaluable opportunity to strengthen competences acquired during the Master.

### Faculty & teaching staff

The Master offers high quality training to a group of 25 students from all continents. The learning platform includes lectures, seminars and a tutored internship. The Faculty, composed by scholars and professionals from international institutions, shares its experience with the class.

- Prof. Damiano Palano, MIR Director - Università Cattolica
- Prof. Ibrahim Al-Marashi - California State University San Marcos

- Prof. Isabella Alcañiz - University of Maryland, College Park
- Dr. Orlando Arango - European Investment Bank, Luxembourg
- Dr. Raoul Ascari - Concrete Finance and ITARE
- Dr. Sara Balestri - Università Cattolica
- Dr. Matteo Carlo Borsani - Confindustria, Brussels
- Dr. Vito Cistulli - FAO, Rome
- Prof. Emilio Colombo - Università Cattolica
- Prof. Michael Cox - London School of Economics and Political Science, London
- Prof. Paul H. Dembinski - University of Fribourg
- Dr. Fabio Di Cera - WHO, Geneva
- Prof. Matthew Anthony Evangelista - Cornell University, Ithaca
- Dr. Matteo Ferrazzi - UniCredit, Milan
- Dr. Marcella Ferri - Università degli Studi di Bergamo
- Prof. Marco Gestri - University of Modena and Reggio Emilia
- Dr. Andrea Goldstein - Nomisma, Bologna
- Dr. Antonio Graziosi - former ILO, Budapest
- Prof. Xuewu Gu - University of Bonn
- Prof. Theodore Geoffrey Hopf - National University of Singapore
- Dr. Soraya Johaar - UN career development specialist, Brussels
- Prof. Miklós Király - Eötvös Loránd University, Budapest
- Prof. Martin Klein - Martin-Luther-Universität Halle-Wittenberg
- Prof. Ludger Kühnhardt - University of Bonn
- Prof. Marco Lombardi - Università Cattolica
- Prof. Andrés Malamud - University of Lisbon
- Dr. Valeria Miceli - European Commission, Brussels
- Dr. Philippe Musquar - European Parliament, Brussels
- Prof. Beatrice Nicolini - Università Cattolica
- Dr. Alfredo Panarella - European Council, Brussels
- Prof. Aldo Pigoli - Università Cattolica
- Dr. Andrea Plebani - Università Cattolica
- Dr. Massimiliano Riva - UNDP, New York
- Dr. Thomas Rosenthal - European Chamber of Commerce in China
- Prof. Giuseppe Scaratti, Università Cattolica
- Dr. Manuela Tortora - UNCTAD, Geneva
- Prof. Thomas A. Zimmermann - University of St. Gallen
- Prof. Roberto Zoboli - Università Cattolica



“My favorite memory is carrying out simulations in class as the Chairman of the negotiations, in particular Rule of Negotiations and Post-conflict Management.”

AHMED, GHANA

# Middle Eastern Studies (MIMES)

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	ASERI	January - December 2020	60	6

## A CENTER OF EXCELLENCE

This Master has been created starting from the experience of ASERI in graduate education and training. Since its foundation in 1995, ASERI has formed young professionals in the fields of international relations and international cooperation, in a stimulating, multidisciplinary learning environment. Courses are taught by academic professors, professionals and leaders from all over the world.

## OUR EXPERTS

The high quality of this specializing program is ensured by the presence of an international faculty composed by renowned professors and experts, coming from Europe and the U.S. but also Middle Eastern universities and research centers, since Middle East cannot be just an "object" of study.

The Master in Middle Eastern Studies is specifically tailored for graduates of various disciplines and backgrounds, who are interested in obtaining a better knowledge of the Middle East region, taking into account its social-historical complexity and cultural plurality and going beyond the simple area-studies approach to favour an entangled history one. The program aims to offer solid historical, political and institutional perspectives of the current domestic, regional and international dynamics affecting the stability of the region, as well as a critical outlook on current debates over the Middle East.

## Learning objectives

MIMES aims to guide students across this diverse and fascinating region, which, since decades, is at the center of the geostrategic interest of the international system. The program mainly focuses on the contemporary period, through a multi-disciplinary approach ranging over international relations, geopolitics, conflicts and security, economy and energy. Nonetheless, specific sections are devoted to the analysis of the historical and religious foundations of the modern Middle East, from the birth of Islam to the evolution of Islamic thought, law and economy. A dedicated course will offer a linguistic analysis of the political and juridical terminology and a glossary in Arabic. MIMES analyses in details infra-regions and inter-regions peculiarities and relations, from Maghreb to Central-Southern Asia, encouraging a comparative and holistic area studies approach.

## Career opportunities & professional recognition

MIMES provides graduate students with a detailed, comprehensive knowledge of the wider Middle East, beneficial to undertake a number of different careers, consistently with their previous training and experience, within international institutions, private companies, non-governmental organizations (NGOs), research centers and area studies, media networks, etc.

## AN HOLISTIC APPROACH

Thanks to the expertise of its faculty, this innovative program combines several perspectives on the Middle East: international relations, history, economics, law, geopolitics, security and energy. The analysis of the current dynamics, debates and most important topics regarding the role of the Middle East at a regional and international level, as well as dedicated modules on its sub-regions and their peculiarities, are strengthened by the theoretical basis provided during the first part of the program. Thanks to this multidisciplinary approach, the program offers a solid knowledge of the contemporary issues, in order to provide students with a specific understanding of one of the most important regions in the international scenario and help them to convert their knowledge in professional skills.

## Curriculum

The Master in Middle Eastern Studies is articulated in five complementary levels, fostering multidimensional training and cross-fertilization, integrating scientific methodologies and operative competences. The topics are the following:

### 1<sup>ST</sup> LEVEL - PROPAEDEUTIC PHASE: HISTORY, POWER AND INSTITUTION. THE CONCEPTUAL FOUNDATION OF THE MIDDLE EAST

- Methodological introduction: debates on the Middle East
- History of the Middle East
- Religion, society and thought in the Islamic Middle East
- Islamic law and economy
- Study of political and juridical terminology - glossary in Arabic
- Middle East within the 20th century international order

### 2<sup>ND</sup> LEVEL - IN-DEPTH ANALYTICAL PHASE: SUB-REGIONAL CONTEXTS

- Maghreb
- Mashreq
- Sub-Saharan Africa
- South-West Asia and the Gulf
- Central-Southern Asia

### 3<sup>RD</sup> LEVEL - THEMATIC AND CONTEMPORARY ISSUES

- Politics in contemporary Middle East and the current International Relations context
- Global security: jihadism, violent activism, conflicts and nuclear proliferation
- Post-conflict institution-building and human security
- Gender, ethno-religious diversity and pluralism in the Middle East
- Energy and geopolitics of resources
- Contemporary economic trends

## 4<sup>TH</sup> LEVEL - PROJECT WORK

Students are required to develop a personal research project on a topic related to Middle Eastern affairs, under the supervision of a MIMES professor. It is suggested to connect the project work to the internship experience.

## 5<sup>TH</sup> LEVEL - INTERNSHIP

The Master is completed with an internship in Italy or abroad within an institution whose mission and activities are consistent with the Master's program. This gives students the invaluable opportunity to test and strengthen the competencies acquired during the Master, usually lasting three months. As an alternative, students who do not carry out an internship may choose to attend an Arabic, Persian or Turkish language course. The course will have to be positively evaluated by the Master's Direction (additional fee depending on the organizing institution may apply). Students will receive support and tutoring for their internship research, specifically concerning Curriculum Vitae and cover letter preparation, vacancies research and internship announcements indication.

## Faculty & teaching staff

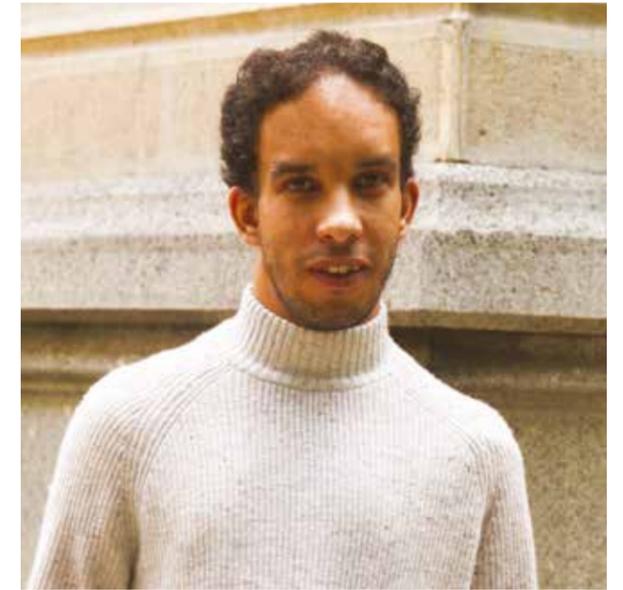
The Master in Middle Eastern Studies offers high quality training to students from all over the world. They will take part in team projects with the guidance of important scholars and leading professionals from the Middle East as well as from Europe and the U.S.

## Faculty members:

- Prof. Riccardo Redaelli, MIMES Director - Università Cattolica
- Dr. Pejman Abdolmohammadi, Università degli Studi di Genova
- Dr. Ibrahim Al-Marashi - California State University San Marcos
- Ms. Eleonora Ardemagni - ISPI and Nato Defense College Foundation
- Prof. Paolo Branca - Università Cattolica
- Dr. Marina Calulli - Leiden University
- Prof. Massimo Campanini - Università degli Studi di Trento
- Prof. Martino Diez - Fondazione OASIS and Università Cattolica
- Prof. Wael Faruq - American University in Cairo
- Prof. Ersilia Francesca - Università degli Studi di Napoli l'Orientale
- Dr. Michele Gaietta - JRC (Joint Research Center)
- Prof. Mehran Kamrava - Georgetown University's School of Foreign Service in Qatar
- Prof. Bahgat Korany - American University in Cairo

- Mr. Marco Latif - Monitor Deloitte
- Mr. Paolo Lembo - World Green Economy Organisation
- Prof. Marco Lombardi - Università Cattolica
- Prof. Massimo Papa - Università di Roma Tor Vergata
- Dr. John Shehata - PwC TLS
- Prof. Oktay Tanrısever - Middle East Technical University, Ankara

See the entry requirements section at page 58 for other general graduate requirements.



"The Master in Middle Eastern Studies made me understand the reasons behind the refugee crisis the world is currently experiencing, hence my future career goal is to work with refugees for a NGO or Charity."

JAKE, UNITED KINGDOM

# Cultural Diplomacy

ARTS AND DIGITAL MEDIA FOR INTERNATIONAL RELATIONS AND GLOBAL COMMUNICATION

Campus	School	Duration	Total ECTS	Edition n.
Rome, Italy	ALMED - Arts and Philosophy	November 2019 - October 2020	60	3

## AN INTERNATIONAL LEARNING EXPERIENCE

To study Cultural and Digital Diplomacy means understanding the strategic influence of arts, culture and digital media on International Relations. Visual arts, museums, music, sports, mega events and social media represent the new frontier in creating the Soft Power of a Country, a City or the global reputation of private Companies.

## JOB READY

There is great potential for exciting career paths both at national and international levels. Private and public institutions, Ministries of Foreign Affairs, Foundations, Museums, Media companies, etc., are interested in hiring professionals with experience and skills in international relations, arts and cultural events, national and city branding strategies.

## ROME

Rome is famous in the world for being the Capital of Art and Culture. It is also the City with the highest number of embassies, diplomatic institutions and international organizations. Rome is one of the most desired study destinations globally. As part of the Program, students have the opportunity to visit museums, cultural institutions and enjoy the intense entertainment scene.

The Master in Cultural and Digital Diplomacy is primarily addressed to students with professional or semi-professional experience in Arts, Culture, Diplomatic Institutions, who want to deepen their knowledge in these fields with an international strategic approach. The Program is structured around 3 major fields of study: Public Diplomacy and International Relations; Soft Power and Cultural Diplomacy for the creation of the global reputation of Countries, Cities and cultural Institutions; Digital Diplomacy and Global Communication for the engagement of worldwide audiences.

### Learning objectives

The Master aims to create qualified professionals, therefore students will be provided with an in-depth knowledge of what public and cultural diplomacy is, in relation to both the traditional concept of international relations and the rapidly evolving use of soft power. Students will also acquire professional skills in communication strategies useful in strengthening the roles of culture, arts and entertainment as reputation generators. During the field projects, students will be encouraged to shape their own ideas which will contribute to the development of the work carried out.

### Career opportunities & professional recognition

The Master in Cultural Diplomacy Program prepares for a wide range of professional opportunities, mainly in four areas:

- Public Diplomacy: Ministries of Foreign Affairs, Ministries of Cultural Heritage as well as International Organizations, European Institutions, National Cultural Institutes operating abroad
- Soft Power and Cultural Diplomacy: Departments of International Relations of Cities, Regions and local administrations, International Relations Units of Foundations and Cultural Institutions
- Digital Media and Global Communication: International Relations in Broadcasting and Media Companies, Social Media Companies
- Business Diplomacy: International Public Affairs, International Investors Relations, Global Communication & Marketing, International Consulting Firms

### Curriculum

#### PUBLIC DIPLOMACY & INTERNATIONAL RELATIONS

- Global issues and public diplomacy: Historical and comparative approaches (6 ECTS/CFU)
- International economic policies and organizations (6 ECTS/CFU)
- Soft power and global communication (6 ECTS/CFU)

#### CULTURAL DIPLOMACY

- Models of cultural diplomacy: Global/European/National policies and practices (6 ECTS/CFU)
- Cultural diplomacy and business diplomacy (9 ECTS/CFU)
- Nation branding and strategic narratives (3 ECTS/CFU)

## CROSS-FUNCTIONAL APPROACH

An international program with an innovative intersection of disciplines: Public diplomacy and international relations; Soft power and cultural diplomacy for the creation of the global reputation of countries, cities and cultural Institutions; Digital diplomacy and global communication for the engagement of worldwide audiences.

### MEDIA & DIGITAL DIPLOMACY

- Digital diplomacy: Technologies and new media in the new public diplomacy (6 ECTS/CFU)
- Online communication strategies and global online reputation (6 ECTS/CFU)

### WORKSHOPS, PROJECT WORKS, SEMINARS, MEETINGS AND FINAL PROJECT

- Team building & soft skills workshop (communication management, teamwork and collaboration, problem solving and conflict resolution) (2 ECTS/CFU)
- Field projects (2 ECTS/CFU)
- Internship (6 ECTS/CFU)
- Final project work (2 ECTS/CFU)

### Internship

The Master program is completed with an internship. Internships take place within cultural institutions, ministries, museums, as well as media companies and major global corporations. Among others Enel, Eni, Intesa Sanpaolo, Ministry of Cultural Heritage, RAI-Italian Broadcasting Company.

### Faculty & teaching staff

Among others:

- Mariagrazia Fanchi, Scientific Director, Università Cattolica del Sacro Cuore
- Federica Olivares, Director and creator of the Master Program, Cultural Diplomacy Specialist
- Anais Aguerre, Founder & Managing Director, Culture Connect
- Comeliu Bjola, Oxford University
- Nick Cull, University of Southern California
- Ruggero Eugeni, Università Cattolica del Sacro Cuore
- Gerald Giaquinta, University of Southern California
- Marco Lombardi, Università Cattolica del Sacro Cuore
- Gail Lord, Lord Cultural Resources
- Stefania Paradisi, Associazione Diplomatici
- Vittorio Emanuele Parsi, Università Cattolica del Sacro Cuore

### Program-specific entry requirements

- Completion of at least an undergraduate degree, obtained after a minimum of 3 years of study (180 ECTS), preferably in the following disciplinary areas: Political science, International relations, Public policy, Social sciences, International law, Humanities, Visual and performing arts, Arts management etc.
- Università Cattolica will evaluate candidates' academic and personal backgrounds and decide if they meet the specific conditions for admission to the chosen graduate program
- Work experiences in companies and institutions such as NGOs, Public administration, Non-profit organizations, etc., preferably with an international dimension, will be positively evaluated
- Applicants whose first language is not English will need to have either: TOEFL iBT overall score of at least 80, or Academic IELTS overall score of at least 6.0, or successfully completed a degree program taught in the English language

See the entry requirements section at page 58 for other general graduate requirements.

# Viticulture and Enology

INNOVATION MEETS TRADITION  
(VENIT)

Campus	School	Duration	Total ECTS	Edition n.
Piacenza, Italy	Agriculture, Food and Environmental Sciences	September 2019 - September 2020	60	4

## LEADING INDUSTRY

From 1993 up to 2015, + 388% export (in value) for the Italian wine sector. Italy is the leader for sparkling, spumante wines.

## BEYOND WINE

"Wine" in Italy is also history, tradition, cultural heritage, and pairing with food.

## TRADITION

Italy has a unique viticulture: more than 450 cultivars and more than 400 DOC and DOCG appellations. Grapes are grown in every region with a multitude of terroirs and wine styles.

## INNOVATION

Innovation is a great tool for further gain in quality. However, innovation must be used wisely in a realm so closely bound to tradition. Climate change, precision viticulture, sustainable disease and pest control will be specific topics of this Master.

The Master in Viticulture and Enology aims at addressing how vineyard and winery innovation is quickly becoming part of the Italian viticulture tradition. Italy is now the largest wine producer in the world and boasts the greatest variety in terms of cultivars. The peculiarities of Italian viticulture and opportunity to maintain a leading role in the field are today bound to the ability of introducing sustainable innovation without losing its well-known appeal.

### Learning objectives

The main goals of the program are:

- To acquire a solid methodology and knowledge suitable to address innovation issues in vineyard and winery
- To achieve specific skills for new canopy management techniques suitable to mitigate undesired climate-related effects, new sustainable approaches for pest and disease control, precision viticulture and enology
- Develop the ability to diagnose limiting factors occurring in vineyards and wineries and to produce suitable solutions
- Learn to pro-actively take part in discussions dealing with viticulture and enology topics

### Career opportunities & professional recognition

The Master's qualification in Viticulture and Enology: Innovation Meets Tradition will open up professional opportunities in the fields of viticulture and enology chain; wine marketing and distribution; restaurants; large scale retail trade and freelancing.

### Curriculum

- Vineyard variability: traditional and precision approaches
  - Topics in wine-marketing
  - Enhancing the wine quality: innovation in monitoring and controls
  - Applied grapevine eco-physiology
  - Advances in enology
  - Disease and pest management toward a sustainable viticulture
  - Seminars on sustainable pesticides use and genetic traceability will also be provided
- ECTS of each course also include practical activities, wine tasting and field visits.

### Faculty & teaching staff

- Dr. Matteo Gatti, Associate Professor
- Prof. Gabriele Canali, Associate Professor
- Prof. Stefano Poni, Full Professor
- Dr. Milena Lambri, Research Assistant
- Prof. Vittorio Rossi, Full Professor
- Prof. Ilaria Negri, Research Assistant
- Dr. Sergio Tombesi, Research Assistant
- Dr. Tommaso Frioni, Research Assistant

### Partner companies

Here are a few names of prestigious Wine Estates that gave their preliminary acceptance in hosting internships: Marchesi Antinori, Mossi, Tenute Ruffino, Barone Ricasoli, Santa Margherita, Sella e Mosca, Mezzacorona, Contratto, Ca' Del Bosco, Zonin, Res Uvae, Marchesi Mazzei, Cavalieri di Malta, Pico Maccaro, and Marramiero, Poderi dal Nespoli, Zenato, Vigne Olcrù, Castello di Luzzano, Bosca, Campari, Contadi Castaldi.

### Program-specific entry requirements

Basics in viticulture and enology are required. For those not having such requirement, a pre-course named "Viticulture, Enology and Pest Pathology" is offered over the three weeks preceding the start of the Master.

See the entry requirements section at page 58 for other general graduate requirements.

# Data Science for Management

Campus	School	Duration	Total ECTS	Edition n.
Milan, Italy	Economics	January - December 2020	60	4

## EMPLOYMENT OPPORTUNITIES

Data science has been defined as the “sexiest job of the 21<sup>st</sup> century” (Harvard Business Review). Come and join an active group of scholars and students to learn crucially important skills for your future career.

## LOCATION

Classes are held in our Milan campus, located in the heart of the city. You will be exposed to lifestyle and professional opportunities in one of the most vibrant cities in Europe.

## JOB READY

The shortage of data scientists is already a serious constraint in many sectors of the economy. This is the right time for you to invest one year of your life in an exciting international environment, and reap large career profits for many years ahead.

## A 360 DEGREE EXPERIENCE

50% of the classes are taught by experienced professionals, so that you will be exposed to real business scenarios. A final three month internship in a dynamic company is an integral part of the program.

The program in Data Science for Management offers a comprehensive training in computational and statistical methods for management from a problem solving perspective. Students are expected to attend lectures and carry out individual work on a full time basis, with active participation in an international environment. Courses are offered by academics and professionals employed in dynamic companies dealing with data analysis, prediction and evidence-based decision making.

### Learning objectives

The broad goal is to empower students to become Digital Data Managers for Business, a rapidly expanding and highly rewarding job which takes advantage of the digital revolution. To address this challenge, the Master has been designed around eight core courses (structured in lectures, labs and seminars) that cover a variety of fields including: database systems and programming, statistics, text and web mining, and digital enterprise analytics.

### Career opportunities & professional recognition

Graduates of this Master are ideally suited to fill jobs as Big Data Managers across a variety of industries, ranging from ICT to consulting, from banking and finance to insurance. Within companies, Data managers will exploit the ongoing digital revolution delivering analytically-informed solutions to various corporate functions.

### Curriculum

#### PREPARATORY COURSES

- Management
- Statistics
- SAS Programming

#### COURSES

##### Data management and warehousing

The course illustrates how to implement and technically maintain a data warehouse. The focus is on database data design, extraction, profiling and standardization along with data transformation based on RDBMS and SQL. A detailed analysis of big data quality management is provided.

##### Software development and technologies for business intelligence

The course focuses on software development and Object Oriented Programming within the Excel framework. Students will gain broad software development skills to be able to independently write procedures and functions to expand and automate data analysis studies and results.

##### Statistics and probability (basics)

The aim of this course is to deepen the knowledge of inferential methods for empirical research with applications focusing on economics, management and marketing, both at a univariate and multivariate level. Together with the theoretical concepts, data sets derived from empirical research will be analyzed. The open source software environment for statistical computing and graphics R will be introduced.

##### Management for digital enterprise

The course illustrates the business characteristics of a Digital Enterprise along with the impact of a Digital Enterprise on the Customer Experience. At the end of the course students will be able to understand the importance of ensuring that Digital Enterprise initiatives have clear business objectives, and identify the relationships of Digital Enterprise with specific enablers (Digital Marketing, Analytics and Customer Relationship Management).

##### Geospatial information management

This course will enable students to develop their Data Science capabilities and learn statistical techniques for managing big spatial data sets. Apart from a theoretical section where the procedures are introduced, a substantial part of the course will be devoted to practical laboratories using the software environment R in which the students will apply the procedures to different real datasets.

##### Text and web mining

This course focuses on extracting knowledge from the web by applying classification and clustering techniques on hypertext documents. Students are introduced to information retrieval and filtering methods. Practical applications on web information

extraction and text categorization using SAS are presented.

##### Data mining and pattern recognition

The purpose of this course is to provide step-by-step instructions for the entire data modeling process, with special emphasis on the business knowledge necessary to successfully use statistical models. Moreover, students will be able to select suitable approaches for pattern recognition, and to compare alternative methods in order to implement the best decision process for the problem under study.

##### Business intelligence and data analytics

This course illustrates the usage of data and analytics in modern business activities. The main focus is on Data Warehousing methodology and Database Marketing set-up in a multidimensional framework. Demand Segmentation and Scoring Models will be the practical applications. The main software is SAS.

##### Program-specific entry requirements

The Master is addressed to graduates with a Bachelor or Master of Science degree in any of the following fields: Computer Science, Economics, Engineering, Management, Mathematics, Statistics, Physical Sciences. Alternative degrees may be considered under specific circumstances.

See the entry requirements section at page 58 for other general graduate requirements.



“The Masters in Data Science for Management gives you the tools to enter a new, interesting and exciting field, equipping you with the skills to face the challenges of working world.”

JACOPO, ITALY

# ITALIAN-TAUGHT GRADUATE PROGRAMS ►

## Italian-taught programs

### ACADEMIC OFFERING\*

#### GRADUATE PROGRAMS M.Sc. (Lauree Magistrali)

##### MILAN CAMPUS

###### Facoltà di Economia (Economics)

- Economia
- Economia e legislazione d'impresa
- Economia e gestione dei beni culturali e dello spettacolo
- Comunicazione per l'impresa, i media e le organizzazioni complesse
- Management per l'impresa
- Mercati e strategie d'impresa
- Direzione e consulenza aziendale

###### Facoltà di Lettere e Filosofia (Arts and Philosophy)

- Archeologia e storia dell'arte
- Filologia moderna
- Filosofia
- Scienze dell'antichità
- Comunicazione per l'impresa, i media e le organizzazioni complesse
- Economia e gestione dei beni culturali e dello spettacolo

###### Facoltà di Psicologia (Psychology)

- Psicologia clinica e promozione della salute: persona, relazioni familiari e di comunità
- Psicologia per le organizzazioni: risorse umane, marketing e comunicazione
- Psicologia dello sviluppo e dei processi di tutela
- Psicologia per il benessere: empowerment, riabilitazione e tecnologia positiva

###### Facoltà di Scienze Bancarie, Finanziarie e Assicurative (Banking, Finance and Insurance Sciences)

- Economia dei mercati e degli intermediari finanziari

###### Facoltà di Scienze della Formazione (Education)

- Consulenza pedagogica per la disabilità e la marginalità
- Scienze e tecniche delle attività motorie preventive e adattate
- Scienze pedagogiche e servizi alla persona
- Filosofia
- Media education

###### Facoltà di Scienze Linguistiche e Letterature Straniere (Language Sciences and Foreign Literature)

- Lingue, letterature e culture straniere
- Scienze linguistiche

###### Facoltà di Scienze Politiche e Sociali (Political and Social Sciences)

- Gestione del lavoro e comunicazione per le organizzazioni
- Politiche europee ed internazionali
- Politiche per la cooperazione internazionale allo sviluppo
- Lavoro sociale e servizi per le famiglie, i minori e le comunità
- Politiche pubbliche

##### PIACENZA-CREMONA CAMPUS

###### Facoltà di Economia e Giurisprudenza (Economics & Law)

- Gestione d'azienda
- Food marketing e strategie commerciali

###### Facoltà di Scienze agrarie, alimentari e ambientali (Agricultural, Food and Environmental Sciences)

- Scienze e tecnologie agrarie
- Scienze e tecnologie alimentari
- Food marketing e strategie commerciali

###### Facoltà di Scienze della Formazione (Education)

- Progettazione pedagogica nei servizi per minori

##### BRESCIA CAMPUS

###### Facoltà di Lettere e Filosofia (Arts and Philosophy)

- Filologia moderna
- Gestione di contenuti digitali per i media, le imprese e i patrimoni culturali
- Scienze religiose

###### Facoltà di Psicologia (Psychology)

- Psicologia degli interventi clinici nei contesti sociali

###### Facoltà di Scienze della Formazione (Education)

- Progettazione pedagogica e formazione delle risorse umane

###### Facoltà di Scienze Linguistiche e Letterature Straniere (Language Sciences and Foreign Literature)

- Scienze linguistiche

###### Facoltà di Scienze Matematiche, Fisiche e Naturali (Mathematics, Physics and Natural Sciences)

- Fisica
- Matematica

###### Facoltà di Scienze Politiche e Sociali (Political and Social Sciences)

- Gestione del lavoro e comunicazione per le organizzazioni

##### ROME CAMPUS

###### Facoltà di Economia (Economics)

- Management dei servizi

###### Facoltà di Medicina e Chirurgia (Medicine and Surgery)

- Scienze riabilitative delle professioni sanitarie
- Management dei servizi
- Scienze infermieristiche e ostetriche

##### HOW TO APPLY

See last page of brochure. Note: motivation letter and CV shall be submitted in Italian.

\* Based on 2018/19 program list

# Studi Italiani (ITALIAN STUDIES)

Campus	School	Duration	Total ECTS	Edition n.	Tuition fee
Milan, Italy	Arts and Philosophy	January 2020 – October 2020	60	2	6,500€

The Master in Studi Italiani, **taught entirely in Italian**, is aimed at graduates who wish to strengthen their linguistic skills and acquire knowledge of the Italian culture. The didactic method is highly innovative boasting both compulsory and elective courses: additional to workshops and theoretical lessons, students will enhance their learning through guided tours and a summer school. To emphasize the interdisciplinary nature of the program, with the help of a group Tutor, students are encouraged to customize their study plan in areas such as language studies, arts and literature, communication & media studies. Learn more > [master.unicatt.it/StudiItaliani](http://master.unicatt.it/StudiItaliani)

## MILAN CAMPUS

### Facoltà di Economia (Economics)

- Account e sales management. Tecniche di gestione e negoziazione applicate alle vendite
- Accounting and auditing
- Corporate Governance
- Digital innovation & Fintech: la trasformazione digitale nel settore bancario e assicurativo
- Economia e gestione degli scambi internazionali
- Executive master in sviluppo strategico delle pmi
- Executive master in social entrepreneurship - EMSE
- Finanza: strumenti, mercati e sostenibilità
- International human resource management
- Museologia, museografia e gestione dei beni culturali
- Diritto tributario - MDT
- Marketing Management
- Pianificazione e controllo

### Facoltà di Giurisprudenza (Law)

- Consulenza del lavoro e direzione del personale - MUCL
- Diritto penale dell'impresa

### Facoltà di Lettere e Filosofia (Arts and Philosophy)

- Account e sales management. Tecniche di gestione e negoziazione applicate alle vendite
- Comunicare lo sport
- Comunicazione, marketing digitale e pubblicità interattiva
- Comunicazione musicale
- Digital communications specialist
- Fare Radio: ideazione, produzione e gestione dei progetti radiofonici
- Fare TV: gestione, sviluppo, comunicazione
- Ideazione e produzione audiovisiva, cinematografica e per i media digitali
- Ideazione e progettazione di eventi culturali - MEC
- Management dell'immagine, del cinema e dell'audiovisivo
- Media relation e comunicazione d'impresa
- Museologia, museografia e gestione dei beni culturali
- Professione editoria cartacea e digitale
- Progettare cultura. Arte, design, imprese culturali
- BookTelling. Comunicare e vendere contenuti editoriali

### Facoltà di Psicologia (Psychology)

- Comunicazione per le industrie creative
- Disfunzioni cognitive in età evolutiva. Assessment e intervento neuropsicologico per disturbi e difficoltà di apprendimento e disabilità intellettiva

- Neuroscienze cliniche: valutazione, diagnosi e riabilitazione neuropsicologica e neuromotoria
- Interventi specializzati per il sostegno all'inclusione scolastica degli studenti sordi
- Sport e intervento psicosociale

### Facoltà di Scienze Bancarie, Finanziarie e Assicurative (Banking, Finance and Insurance Sciences)

- Credit risk management - CRERIM
- Compliance in financial institutions - COFIN
- Corporate advisory e risorse interculturali - CARINT

### Facoltà di Scienze della Formazione (Education)

- Competenze interculturali. Formazione per l'integrazione sociale
- Comunicare lo sport
- Relazioni d'aiuto in contesti di sviluppo e cooperazione nazionale ed internazionale
- Servizi educativi per il patrimonio artistico, dei musei storici e di arti visive
- Teoria e metodologia della preparazione atletica nel calcio
- Azioni e interazioni pedagogiche attraverso la narrazione e l'educazione alla teatralità
- Didattica e Psicopedagogia per alunni con Disturbo da Deficit d'Attenzione/Iperattività - ADHD - DDAI

### Facoltà di Scienze Linguistiche e Letterature Straniere (Language Sciences and Foreign Literature)

- Deutsch für die internationale Wirtschaftskommunikation
- Didattica dell'Italiano L2
- Didattica dell'italiano L2 a distanza
- Digital communications specialist
- Fare TV: gestione, sviluppo, comunicazione
- International human resource management
- Il russo per le imprese internazionali del "Made in Italy"

### Facoltà di Scienze Politiche e Sociali (Political and Social Sciences)

- Comunicazione, marketing digitale e pubblicità interattiva
- Comunicazione per le industrie creative
- Economia e politiche internazionali
- Risorse umane e organizzazione
- Comunicazione e relazioni istituzionali per la mobilità 4.0

## PIACENZA-CREMONA CAMPUS

- Facoltà di Economia e Giurisprudenza (Economics & Law)
- Management internazionale - MINT

- Management e innovazione delle pubbliche amministrazioni
- Executive master in Management e innovazione delle pubbliche amministrazioni - MIPA (Roma)
- Motorsport business
- Supply Chain Management e Innovazione Digitale

### Facoltà di Scienze agrarie, alimentari e ambientali (Agricultural, Food and Environmental Sciences)

- Food-identity (Prodotti tipici europei)
- Agri-food Business
- Viticultura ed enologia europea ed internazionale

## BRESCIA CAMPUS

### Facoltà di Psicologia (Psychology)

- Neuroscienze cliniche: valutazione, diagnosi e riabilitazione neuropsicologica e neuromotoria

### Facoltà di Scienze della Formazione (Education)

- Gestione e comunicazione della sostenibilità. Formazione, green jobs, circular economy
- Innovazione e gestione delle istituzioni scolastiche e cattoliche
- Media Education Manager (MEM). Management dell'apprendimento digitale
- Media Education Manager (MEM). Professione e metodi
- Pedagogia della famiglia

### Facoltà di Scienze Matematiche, Fisiche e Naturali (Mathematics, Physics and Natural Sciences)

- Gestione e comunicazione della sostenibilità. Formazione, green jobs, circular economy

### Facoltà di Scienze Politiche e Sociali (Political and Social Sciences)

- Gestione e comunicazione della sostenibilità. Formazione, green jobs, circular economy
- Innovazione e gestione delle istituzioni scolastiche e cattoliche

## ROME CAMPUS

### Facoltà di Medicina e Chirurgia (Medicine and Surgery)

- Accessi venosi a medio e lungo termine
- Alimentazione per la salute, il benessere e lo sport
- Angiologia
- Antibiotic stewardship
- Approcci chirurgici alla cerniera craniocervicale (cadaver lab sulla chirurgia spinale complessa)
- Assistente alla ricerca clinica
- Automazione ed informatica medica per il laboratorio clinico
- Breast nurse
- Chirurgia bariatrica e metabolica
- Chirurgia colo-rettale
- Chirurgia digestiva oncologica
- Chirurgia e patologia orale
- Chirurgia epato-biliare
- Cure palliative e terapia del dolore per professioni sanitarie
- Diagnosi e terapia delle patologie ipotalamo ipofisarie
- Diagnostica ecografica internistica e terapia ecoguidate
- Dietetica e nutrizione
- Endocrinochirurgia e senologia
- Endoscopia
- Endoscopia digestiva operativa in età adulta e pediatrica
- Epidemiologia e biostatistica
- Female pelvic medicine and reconstructive surgery
- Global and Urban Health: ecosostenibilità dei processi di aggregazione e determinanti di salute
- Igiene e sanità marittima
- Infermieri di pronto soccorso (Brescia)
- Infermieri e ostetriche di comunità (Brescia)
- International master degree in gynecologic oncology

- Malattie dell'apparato digerente nelle dimensioni assistenziali ospedaliera e territoriale
- Management per le funzioni di coordinamento
- Migrations, culture, terrorism and mental health: addressing new challenges in Europe
- Neuroriabilitazione tecnologica. Robotica, non invasive Brain Stimulation e Realtà Virtuale/VideoGame
- Nursing degli accessi venosi
- Nursing di anestesia
- Nursing in terapia intensiva pediatrica
- Oncologia oculare
- Operating room management
- Ortognatodonzia e gnatologia (corso teorico – clinico)
- Pastoral counselling per il benessere psico-fisico e spirituale
- Professioni sanitarie con funzioni di coordinamento: master in organizzazione e gestione (Brescia)
- Psico-oncologia
- Psico-oncologia (psicoterapia multimediale)
- Sepsi in chirurgia
- Stomaterapia ed incontinenze (Brescia)
- Strumentista per la chirurgia della donna
- Strumentisti di sala operatoria
- Strumentisti di sala operatoria (Brescia)
- Sviluppo preclinico e clinico del farmaco: aspetti tecnico-scientifici, regolatori ed etici
- Tecniche autoptiche e chirurgiche nell'accertamento forense della responsabilità professionale medica
- Tecniche di ecografia cardiovascolare
- Tecniche di ecografia cardiovascolare (Brescia)
- Tecniche diagnostiche autoptiche, forensi ed istocitotecnologiche (Pathology assistant 1)
- Tecniche diagnostiche autoptiche, forensi ed istocitotecnologiche (Pathology assistant 2)
- Terapia intensiva pediatrica
- Terapie integrate nelle patologie oncologiche femminili
- Trapianti di organo
- Trapianti d'organo ed emodialisi
- Alta formazione e qualificazione in cure palliative
- Bioetica clinica e consulenza etica in ambito sanitario
- Bioetica e formazione
- Cardiologia interventistica: prevenzione e gestione delle complicanze
- Chirurgia implantare di base ed avanzata e riabilitazione implantoprotesica
- Competenze e servizi giuridici in sanità
- Counselling familiare e di coppia
- Counselling socio-educativo
- Diagnostica per la medicina di precisione e dei sistemi
- Infermieristica di area critica
- La nutrizione in gravidanza: dall'epoca preconcezionale al post-partum
- Laser dentistry
- Management delle imprese biomediche e biotecnologiche
- Medicina e chirurgia rigenerativa polispecialistica
- Nutrizione clinica nella moderna gastronomia di eccellenza
- Organizzazione dei servizi sanitari e socio assistenziali (Brescia)
- Organizzazione e gestione delle aziende e dei servizi sanitari
- Pharmacy management
- Robotic and digital transformation: impact on the healthcare and hospital management
- Strumentisti di sala operatoria di ortopedia e traumatologia
- Terapia intensiva cardiologica
- Valutazione e gestione delle tecnologie sanitarie

## HOW TO APPLY

To apply for Italian-taught Specializing Masters please visit > [master.unicatt.it](http://master.unicatt.it) or contact > [international.inquiry@unicatt.it](mailto:international.inquiry@unicatt.it)

# Because we care

## STUDENT SERVICES AND FACILITIES

### STUDENT SERVICES

#### International student associations (Milan campus)

Erasmus Student Network (ESN) is an invaluable support network for international students. It organizes numerous social and cultural events, tours and recreational activities.

#### Smint Piacenza (Piacenza campus)

Smint Piacenza is a student association, comprised of both Italian and international students. The association helps students from all faculties get together, assists new students become familiar with Piacenza and its surrounding area, as well as the campus, and in particular to make the most of the university experience through different activities.

### LIBRARY

A unique underground and prestigious library containing over 2 million volumes in Milan.

### SPORT FACILITIES

#### Milan campus

What is CUS? Centro Universitario Sportivo (CUS) is an association that promotes sport and physical education for university students in Milan. The CUS information point is located at the Milan campus, Largo A. Gemelli, 1.

What is GetFIT? A trendy gymnasium located just 5 minutes walking distance from Cattolica Milan campus, boasting added value with a sauna, swimming pool and squash courts.

**Feature:** Special gym subscriptions are available to Cattolica international students thanks to the collaboration between UCSC International and GetFIT gym.

#### Piacenza campus

Università Cattolica's Piacenza campus collaborates with various sports centers, sports societies/clubs, and gyms, located both in Piacenza and in Cremona. Students are recommended to bring their Student Card. For detailed information please visit [piacenza.unicatt.it/convenzioni\\_sport.pdf](http://piacenza.unicatt.it/convenzioni_sport.pdf)

#### Rome campus

Information will soon be available online.

### HEALTH CENTER

#### Milan campus

The Cattolica Health Center provides students with medical care, nursing care and psychological counseling. General, specialist (gynecology, ophthalmology, diet) and preventative medical examinations are available to students. **Feature:** Visits are free, no appointment needed.

#### Piacenza campus

There is on campus Medical Assistance which provides all registered students with medical care, nursing care and psychological counselling. **Feature:** Visits are free but you are advised to book an appointment.



#### Rome campus

Information will soon be available online.

### STUDY & WORK ABROAD

Students can enhance their university studies by taking part in an international experience by studying abroad through Cattolica's semester & summer programs, language courses or work experience abroad.

### EDUCATT

#### What is EDUCATT?

A non-profit foundation, ensuring that students receive equal access to different services in Cattolica. EDUCATT manages scholarships, financial support, and residency/dormitory accommodation.

### MEDICAL INSURANCE

#### EU Citizens

If you are a national from either an EU Member State or an EEA country or you are of Swiss nationality, you should have a European Health Insurance Card (eHIC, Italian acronym: TeAM) obtained in your home country from your national healthcare authority. The European Health Insurance Card (or eHIC) allows you to receive medical treatment in another member state for free, or at a reduced cost. A patient contribution is required for prescriptions, medical examinations, oral and dental care.

#### Non-EU Citizens

If you are a non-EU citizen you must take out an International Health Insurance which covers costs related to medical treatment and admission to hospital. If allowed by the Embassy/Consulate, you can also buy an Italian national Health Insurance upon arrival to Milan. UCSC International will provide all necessary forms during the Orientation Events.

### LANGUAGE SUPPORT

#### Milan campus

Studying in a country with a different culture and language can be a very daunting experience. The Italian language & culture course is designed especially to help students take their first steps and build their knowledge of the Italian language and environment, giving them the necessary tools to better communicate with locals and deal with everyday situations. The students' learning journey will be guided by a team of qualified and experienced native speaking instructors who know the situations you are likely to encounter and will point you in the right direction.

#### Italian language & culture course

The Pre-session intensive course (45 units) is held at the beginning of each semester. For updated fees, please visit [www.ucscinternational.it](http://www.ucscinternational.it)

### LOCAL TRANSPORTATION

Getting around Milan is very easy and accessible. In Milan, the public transport system is run by Azienda Trasporti Milanesi (ATM) which operates the metro, bus and tram network. All tickets can be purchased at newsstands, from the tabacchi (tobacconist stores marked with a large "T"), or at the metro stations. The same ticket can be used for all three transport networks, for up to 90 minutes, however the same ticket cannot be used twice for the metro even within the 90 minutes. The cost of a single ticket is €1,50. For students studying in Milan, we recommend purchasing the re-chargeable ATM transportation pass for €22 per month (plus a €10 subscription fee).

### CAN I WORK WHILE STUDYING?

Non-EU students entering Italy on a student VISA are permitted to work part-time (20 hours per week). Please note that many part-time job employers require students to have a good knowledge of the Italian language.

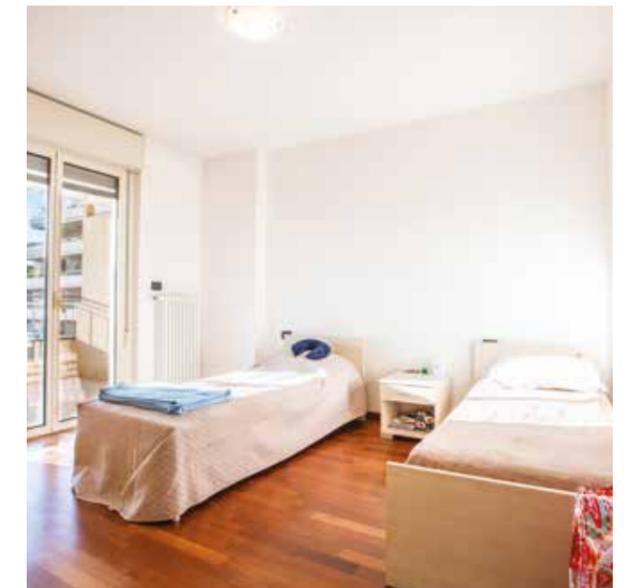
### LIVING EXPENSES PER ANNUM

- Accommodation (not including meals)\* From €5,000 to €8,000
- Personal expenses From €2,400 to €4,800
- Books €400
- Local Transportation €200
- Food From €1,500 to €2,000
- Travelling and extra-curricular activities From €1,000 to €2,000

\* The cost may vary depending on the area, the kind of room (single or double), utilities etc.

# Your home away from home

## MIL SERVICE



Milan International Living Service is a student housing company run by a young and professional team, located at Università Cattolica. MIL Service provides a very comfortable and welcoming environment, guided by an understanding and helpful support staff. The apartments are fully equipped making it an ideal "homey" housing solution.

Furnished accommodations are available in Milan and Piacenza, through MIL Service, which offers:

- Single or shared rooms in off-campus dorms
- Fully furnished shared apartments

Facilities include:

- Wireless internet connection
- Utilities (water and electricity)
- Biweekly cleaning service
- TV & DVD player
- Kitchenware

For more information, please visit [www.milservice.com](http://www.milservice.com)

Alternatively students can find their own accommodation before and upon arrival in rental apartments with other students. For assistance students should refer to:

- Assistance from the international student association, ESN
- Housing websites
- Uniplaces [www.uniplaces.com](http://www.uniplaces.com)
- Dotstay [www.dotstay.com](http://www.dotstay.com)

# What's next

## CAREER ADVISING

### Internship opportunities

Internships are not mandatory in all of our Master of Science degrees, though highly recommended in order to boost your University experience and gain new practical skills. Our career service (Servizio Stage & Placement) is at your disposal for finding internship opportunities in your preferred field. Through the online platform you will be able to access thousands of internship offers and contact the company/firm directly.

There are no remuneration standards. Some internships may include a reimbursement (lunch and transportation), others may offer a monthly stipend, whereas some internships may not be paid. You will be able to view this information when browsing the different offers.

### Career service

Your experience in Cattolica is the first step towards a fulfilling education, which will allow you to excel in the work field. Cattolica's Career Service will accompany you through this journey: the dedicated staff will help orientate you along the paths of research, internships and employment, providing highly valued information and support. We can safely say that numbers speak for themselves: over 8,000 internships are undertaken annually, and the Career Service boasts contacts with over 2,000 companies.

### Comitato Università Mondo del Lavoro/University - Job market special committee Cattolica's partner companies

ABC - PRODUCTION AGENCY	EIB	HENKEL	PRIVATE SECTOR FEDERATION
ALLIANZ SPA	ENEL SPA	HUAWEI	PROMOEST SRL
ALTROMERCATO	ENI	IBM	PROMOS, MILAN
ANHEUSER-BUSCH INBEV	ERG SPA	INDESIT COMPANY SPA	RADIO ACTIVITY SRL
ANTINCENDI UNIDET SRL	EUROFLY SPA	INDIAN CHAMBER OF COMMERCE	REGIONE LOMBARDIA
APS ITALIA SRL	EURONICS ITALIA SPA	INDUSTREE GROUP	RENDER IMAGE SRL
ARTSANA GROUP	EUROP ASSISTANCE ITALIA SPA	INDUSTRIE DE NORA SPA	RGA SRL
ASSOCHANGE	EUROPEA SOC. COOP.	INSTITUT CATHOLIQUE DE PARIS	RISKART SPA
AUCHAN	EUROPEAN PARLIAMENT	INTER-AMERICAN DEVELOPMENT BANK	RISTOCHEF SPA
AUTOGRILL GROUP	EUROPEAN TRAINING FOUNDATION	INTERNATIONAL ADVERTISING ASS	ROCHE SPA
AUTOSTRAD PER L'ITALIA SPA	FALCK GROUP	INTESA SANPAOLO	SACE, ROME
AVSI, NGO	FAO, ROME	ISAGRO SPA	SAIPEM SPA
AZIENDE RIUNITE CAFFÈ SPA	FEDERAL EXPRESS EUROPE	ISCOS - ROME	SAN PELLEGRINO SPA
BANCA POPOLARE DI MILANO	FEM ITALIA ONLUS	ITALCEMENTI GROUP	SCS AZIONINNOVA SPA
BCC BANCO AGROBRESCIANO	FIAT I&CS SCPA	ITALIAN-RUSSIAN CHAMBER OF COMMERCE	SDI GROUP
BEST ADVANCE SRL	FIERA MILANO	ITALTEL SPA	SEC SOCIETAS EUROPAEA AD COMMUNICATIONES SRL
BEST NEST SRL	FOCSIV - ROME	KPMG	SGS ITALIA SPA
BETA 80 SPA	FONDAZIONE CARIPLO	LAVAZZA	SINSYS, INTER-BANK COMPANY
BIALETTI INDUSTRIE SPA	FONDAZIONE CESAR, NGO	LORIENT CONSULTING	SMA SPA
BLEI WORLDWIDE ADVERTISING	FONDAZIONE COMETA	MAUCA FILM	SNAIDERO SPA
BMW GROUP	FONDAZIONE ITALIA CINA	MEDIA SALLES	SOLUTIONS SRL
BSI BANK	FONDAZIONE JOHNSON & JOHNSON	MEDIACOM ITALY	SORGENTE GROUP
BUREAU VERITAS ITALIA SPA	FONDAZIONE MONSERRATE	METHODOS SPA	SOTRAL SPA
CANDY HOOVER GROUP SRL	FONDAZIONE SODALITAS	MICROFINANZA RATING LLC	TECHNIP ITALY
CBM ONLUS	FONDAZIONE SPE SALVI	NESTLÉ PURINA PETCARE	TELECOM ITALIA GROUP
CEBI ELECTROMECHANICAL CHAMBER OF COMMERCE	FRATELLI DE CECCO SPA	NEW TECNO SRL	TELECOM ITALIA SPARKLE SPA
COCA-COLA HBC	GENERALI GROUP	NOVAMONT SPA	THE ECO ARCHITECTURAL STUDIO SRL
COLDIRETTI	GI GROUP	NURUN - GLOBAL INTERACTIVE MARKETING AGENCY	THE UNITED NATIONS WORLD FOOD PROGRAM
COMITATO TELETHON	GLOBAL STRATEGY GROUP	OBSERVATOIRE DE LA FINANCE PANASONIC	THE WALT DISNEY COMPANY
CONFINDUSTRIA, BRUSSELS	GRANAROLO SPA	PERFETTI VAN MELLE GROUP	THE WORLD BANK
COOPI - MILAN	GRUPPO BANCARIO CREDITO	PIRELLI & C. SPA	UBI BANCA
COOPSETTE SCRL	GRUPPO BNL PARIBAS	PLASTIPAK SRL	UNCTAD
COPAT SOC. COOP	GRUPPO CAMPARI	PONTIFICAL COUNCIL FOR JUSTICE AND PEACE	UNDP
CSI PIEMONTE, CONSORTIUM FOR INFORMATION SYSTEMS	GRUPPO FEG	POSTE ITALIANE SPA	UNICEF
DAL MOTORS COMPANY	GRUPPO HERA	PRICEWATERHOUSECOOPERS	UNICREDIT
DANONE SPA	GRUPPO INDUSTRIALE TOSONI		UNRIC, VODAFONE GROUP
DELOITTE	GRUPPO OBIETTIVO LAVORO		WHIRLPOOL EUROPE SRL
DHL GLOBAL	GRUPPO SCARPA & COLOMBO		
DIESEL SPA	GRUPPO SOFIDEL		
EDISON SPA	GUCCI		
EFREM, NGO	HABASIT ITALIANA SPA		

# Admission requirements & procedures

## 2-YEAR MASTER OF SCIENCE

### Save the Date\*

- Priority consideration deadline 1: February 1, 2019
- Deadline 2: March 15, 2019
- Deadline 3: April 15, 2019
- Deadline 4: May 15, 2019 (Final deadline for non-EU students who must apply for a study visa)
- Deadline 5: June 13, 2019 (This round will open based on places availability. Visit [ucscinternational.it](http://ucscinternational.it) for updates)

Due to the restrictive and lengthy nature of the student pre-registration process required by the Italian diplomatic representations, we strongly advise non-EU students to apply by the priority deadline 2 (March 15, 2019). For details please visit [www.ucscinternational.it](http://www.ucscinternational.it)

### Entry requirements\*

#### Graduate requirements

- You need to hold an undergraduate degree, obtained after a minimum of 3 years of study (180 ECTS) and in a subject which is relevant to the chosen degree course. If you've undertaken less than 15 years of total schooling, you may not be eligible for admission to a graduate program.
- The degree has to be issued by a higher education institution which is accredited or recognized in the awarding country
- Cattolica will evaluate your academic and personal background and decide if you meet the specific conditions for admission to the graduate degree of your choice
- You must obtain your undergraduate degree by the end of July 2019 (September for EU students).

### Language requirements\*

#### English language proficiency

(Only applicable to degree courses taught in English). For applicants whose first language is not English they will need to either:

- Have a TOEFL iBT overall score of at least 83 to 85 or an Academic IELTS overall score of at least 6.0 to 6.5 (Other language certificates may be accepted; full list available at [ucscinternational.it](http://ucscinternational.it)) or;
- Have successfully completed a degree program taught in the English language.

Cattolica's TOEFL institution code is 2605.

Check program specific exact minimum scores online [www.ucscinternational.it](http://www.ucscinternational.it)

#### Italian language proficiency

(Only applicable to degree courses taught in Italian). Non-native Italian speakers, or candidates that have not carried out their previous schooling in Italian, should have a minimum knowledge of Italian upon enrollment, which is a B2 in the European framework of measurement of language proficiency, which corresponds to about 120 hours of language instruction.

Submitting proof of Italian proficiency upon submission of the application is encouraged. However, if no evidence is submitted, an Italian Language Test will be administered before the beginning of the Academic Year. Those candidates that do not meet the minimum proficiency level will be required to take an Italian language course before the beginning of the first semester.

\* There may be some variations based on the specific program and/or the student's academic system of origin. Please check the program specific webpage or contact [international.inquiry@unicatt.it](mailto:international.inquiry@unicatt.it) to have the most up-to-date information

### Tuition fees & scholarships\*\*

Residency	Tuition fees	Scholarship opportunities
EU residents (or non-EU residents with an EU generated income)	Tuition ranges from €3,600 to €8,900 per annum (varies according to the degree program and financial background of the student or student's family if dependent)*.	EU residents may apply for regular financial aid and additional scholarships provided by EDUcatt. For details please refer to <a href="http://educatt.unicatt.it">educatt.unicatt.it</a>
Non-EU residents	Tuition is €8,540 per annum	To be considered for the partial merit based scholarships awarded by Cattolica (discount of € 2790), simply click 'yes' in the relevant section of the online application form <a href="http://www.ucscinternational.it">www.ucscinternational.it</a>

\*\* Fees are based on the 2018/2019 academic year and may be subject to slight variations

# Admission requirements & procedures

## 1-YEAR SPECIALIZING MASTERS

### Save the Date\*

Each program has three different deadlines:

- **Deadline 1/2/3:** priority consideration deadline is for all applicants. Students wanting to be considered for scholarships are advised to apply by this deadline as a majority of the scholarships will be assigned within this first call
- **Deadline 4:** some scholarships may still be available but very limited. For greater chance to receive a scholarship it is advised to apply by the priority consideration deadline
- **Deadline 5:** is the final deadline, no scholarships will be available. Note that competition is high and places on the courses might run out before the final deadline.

Master program	Start date	Deadline 1	Deadline 2	Deadline 3	Deadline 4	Deadline 5	Tuition
Corporate Communication	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€10,000
Economics and Finance	Nov. '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€10,000
International Business - Regular	Sept. '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€12,000
International Business - Executive	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€12,000
International Marketing Management	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€12,000
Strategic Management for Global Business	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€11,000
Luxury Goods Management	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€11,000
Viticulture and Enology	Sept '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€7,000
Cultural Diplomacy	Nov. '19	Feb. 1, '19	Mar. 15, '19	Apr. 15, '19	May 15, '19	June 30, '19	€10,000
International Screenwriting and Production	Sept '20	Feb. 1, '20	Mar. 15, '20	Apr. 15, '20	May 15, '20	June 30, '20	€9,000
Arts Management	Jan. '20	Apr. 15, '19	May 15, '19	June 30, '19	Sept 15, '19	Oct 30, '19	€10,000
International Cooperation and Development	Jan. '20	Apr. 15, '19	May 15, '19	June 30, '19	Sept 15, '19	Oct 30, '19	€9,000
International Relations	Jan. '20	Apr. 15, '19	May 15, '19	June 30, '19	Sept 15, '19	Oct 30, '19	€10,000
Middle Eastern Studies	Jan. '20	Apr. 15, '19	May 15, '19	June 30, '19	Sept 15, '19	Oct 30, '19	€7,500
Data Science for Management	Jan. '20	Apr. 15, '19	May 15, '19	June 30, '19	Sept 15, '19	Oct 30, '19	€9,000

Please check [www.ucscinternational.it](http://www.ucscinternational.it) for updates or contact [international.inquiry@unicatt.it](mailto:international.inquiry@unicatt.it)  
Scholarships details available at [www.ucscinternational.it](http://www.ucscinternational.it)

### Entry requirements\*

#### Admission requirements

- Completion of at least an undergraduate degree, obtained after a minimum of 3 years of study (180 ECTS), with the exception of the Master in Economics and Finance (please see program-specific requirements at page 28)
- The undergraduate degree must be obtained before the start of the program
- Università Cattolica will evaluate candidates' academic and personal background and decide if they meet the specific conditions for admission to the chosen graduate program

### Language requirements\*

#### English language proficiency

Applicants whose first language is not English or that have not completed a program taught entirely in English, are required to provide evidence of a B2 level of English proficiency; either via a certificate (TOEFL/iBT, Academic IELTS) or via a Skype interview with the relevant Master committee.

## HOW DO I APPLY?

### 1. SELECT YOUR PROGRAM

Read the guide or check the information on our website › [www.ucscinternational.it](http://www.ucscinternational.it) Should you have any doubts please do not hesitate to contact our Inquiry Management Team through the contact form on our website or via e-mail › [international.inquiry@unicatt.it](mailto:international.inquiry@unicatt.it)

### 2. APPLY

Applications for all M.Sc. and English-taught 1-year Specializing Masters should be submitted online at › [www.ucscinternational.it](http://www.ucscinternational.it)

Italian-taught Specializing Masters please visit › [master.unicatt.it](http://master.unicatt.it)

#### List of required documents:

- Copy of your passport
- Bachelor transcripts (accepted in English / Italian/ Spanish/ French). Please scan these as one file document
- If you have already graduated, your Bachelor degree certificate
- Evidence of language proficiency, where needed (see language requirements p. 54/55)
- A motivation letter
- A reference letter and CV

For 2 year M.Sc. degrees copy of the High School Diploma is also required.

### 3. ADMISSION FEEDBACK

If your application to Università Cattolica is successful you will receive an e-mail. The feedback will outline:

- The course you have been accepted to
- The fees payable
- The conditions of offer, if any

We will also inform you if your application for admission is declined.

### 4. ACCEPT YOUR OFFER

To accept your place at Università Cattolica please access your online application, accept the offer and pay the deposit.

### 5. OBTAIN A STUDENT VISA

Non-EU Citizens require a visa for a stay of longer than three months (90 days). Upon receipt of the due deposit, Università Cattolica will send a formal Admission Letter. Use this document to apply for a Student Visa at the Italian Embassy or Consulate of your jurisdiction. Find the closest Embassy or Consulate › [www.esteri.it/visti/rilascio.asp](http://www.esteri.it/visti/rilascio.asp)

# CONTACTS

## UNIVERSITÀ CATTOLICA DEL SACRO CUORE

Mailing Address

UCSC International

International Admissions Office

Via Carducci 28/30, I-20123 Milano - Italy

Tel. +39 02 7234 5108

> [www.ucscinternational.it](http://www.ucscinternational.it)

> [international.inquiry@unicatt.it](mailto:international.inquiry@unicatt.it)



UCSC.International



@ucsc\_int



@ucscinternational



MyCattolica