

Students studying their 3rd year Laurea programme in Economia e marketing internazionale will study the following curriculum:

Subject	Language	ECTS	Subjects	ECTS
1. Studienschwerpunkt / 1. Study Focus International Marketing	G	12	Marketing internazionale I	9
Projekt/Fallstudien zum Studienschwerpunkt / Project Cases	G	6	Ricerca di marketing	6
Seminar zum Studienschwerpunkt / Seminar	G	4	Libera scelta	
Seminar Institutional Framework (plus coursework)	E	6	Economia e istituzione dei distretti industriali	6
Interkulturelles Management / Cross Cultural Management	E	6	Libera scelta	6
2. Studienschwerpunkt / 2. Study Focus European Business Studies	E/G	12	Libera scelta	6
			Economia internazionale	6
Fachbezogene Wahlpflichtfächer / Electives	G/E	4	Seconda lingua II o Libera scelta	6
Business English 4 & 3 o 5	E	10	Lingua inglese II	9
Bachelorarbeit / Bachelor Thesis	G	12	Prova finale	
Praktikum / Internship (18 weeks) second semester	G	10	Stage	12
Praxisseminar / Seminar ; Arbeitsrecht/Labour Law	G	20		