



PROFESSIONAL MASTER'S PROGRAMME DATA SHEET

Title	Business Management in Europe and Latin America
Disciplinary area	Economics / Law / Humanities
Level	1st level
Director	Elisa Montaguti
Closing date for applications (to register for selection)	28/03/2025
Selection method	<p>In order to be admitted to the Master, it is necessary to pass the admission interview.</p> <p>The maximum score that the Selection Committee can attribute to the candidate is 100 points, of which 40 points are assigned by evaluating the Curriculum Vitae of the candidate, and the remaining 60 points are assigned by evaluating the admission interview.</p> <p>The minimum score to be admitted is 60/100.</p>
Selection date	9/04/2025
Ranking list publication date	16/04/2025 The ranking lists may be viewed on Studenti Online using your username and password
Enrolment period	From 16/04/2025 to 30/04/2025
Available places	Minimum 12, maximum 40
Fees	<p>Selection procedure participation fee: € 60,00 (non-refundable fee for administrative services, Art. 1 of the Call for Applications)</p> <p>Total fee 4.800,00 euros (four thousand eight hundred /00 euros):</p> <p>first instalment 1.500,00 euros (one thousand five hundred /00 euros) (to be paid by the enrolment end date 30/04/2025);</p> <p>second instalment 1.100,00 euros (one thousand one hundred /00 euros) (to be paid by 30/05/2025);</p> <p>third instalment 1.100,00 euros (one thousand one hundred /00 euros) (to be paid by 27/06/2025);</p> <p>fourth instalment 1.100,00 euros (one thousand one hundred /00 euros) (to be paid by 30/07/2025);</p>
Administrative office	Bologna
Place of teaching	Buenos Aires



Language	English/Spanish
Duration	1 year; part time
University educational credits (CFUs)	60
Mandatory attendance	70%
Teaching mode	blended (both in person and remote)
Internship or project work and final examination	<p>Project work 15 CFU, 375 total hours.</p> <p>The Project work aims to train experts capable of analyzing and acquiring managerial skills by solving real business cases in companies in Europe and Latin America.</p>
Professional Master's Programme description: outcomes/targets	<p>Pursuant to Decree no. 270 of 22 October 2004 of the Ministry of Education, University and Research, for academic year 2024/2025, Alma Mater Studiorum – Università di Bologna, Administrative office of Bologna, will run a 1st-level Professional Master's Programme in "Business Management in Europe and Latin America"</p> <p>The Professional Master's Programme has been set up on the proposal of the Department of Scienze aziendali - Di-SA.</p> <p>The Professional Master's Programme aims to train experts capable of analyzing and acquiring managerial skills in the international field. These skills can differentiate the student's curriculum and position it as much more attractive for companies, which perceive the master as a connection between the university and the corporate world.</p>
Qualifications required for admission	<p>-first cycle degree and/or second / single cycle degree obtained under D.M. 270/04 or first cycle degree and/or second / single cycle degree obtained under the laws previously in force (DM 509/99 and Old Regulations);</p> <p>-first cycle degree and/or second / single cycle degree obtained abroad deemed equivalent to those described in point above by the admission committee, for the purposes of admission to the Master.</p>
Other admission requirements (registration with a professional register, specialisation school, other qualifications, English proficiency, work experience, etc.)	-Good knowledge of spanish and english



Course structure diagram	<ul style="list-style-type: none">- Macroeconomics in Europe and Latin America : Currency , Inflation and Protectionism –SECS-P/01– taught in English Professor: Marcelo Wiñazky- Company Development and International Business – SECS-P/01– taught in Spanish Professor: Alfredo Scatizza- Marketing Research and Models – SECS-P/08 - taught in English Professor: Elisa Montaguti- Business to Business Management in Europe and Latin America – SECS-P/08 – taught in English Professors: Angelo Manaresi and Ruben Moleon- Consumer Marketing in Europe and Latin America – SECS-P/08 - taught in spanish Professor: Anna Lanzani- Business Strategy and Digital Transformation – SECS-P/08 - taught in Spanish Professor: Anna Lanzani- Retailing and Digital Marketing in Europe and Latin America – SECS-P/08– taught in English Professor: Barbara Lorenzini
Class start date and teaching calendar information	<p>29/04/2025</p> <p>2 classes per week, every Tuesday and Thursday from May to December; 1 week-end per month (Friday and Saturday) from May to December.</p> <p>link to the website: https://master.unibo.it/business-management-in-europe-and-latin-america/es/didactica</p>
Auditors (if applicable)	<p>Participation is open to auditors, up to 20% of enrolled students, in accordance with the Call for Applications.</p> <p>Those who wish to attend as auditors must inform directly the Professional Master’s Programme secretariat and will be notified of the acceptance of their request, as well as of the deadline and methods for registration and payment of the attendance fee. The attendance fee for auditors is € 2.400,00 euros (two thousand four hundred /00 euros) (to be paid in a single instalment upon registration). Auditors do not sit the final exam, have no attendance obligation, are not required to do an internship or prepare project work, do not earn CFUs and are not awarded the Professional</p>



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

AREA
FORMAZIONE E DOTTORATO

	Master's qualification in Business Management in Europe and Latin America. The Secretariat will issue a certificate of attendance stating the number of hours completed by each auditor.
For administrative information	Please contact the Ufficio Master at master@unibo.it
For scientific and teaching information	Please contact the Secretariat of the Master in Business Management in Europe and Latin America: master.businessmanagement@unibo.it telephone number: +54-11-3984-0040