



PROFESSIONAL MASTER'S PROGRAMME DATA SHEET

Title	Master in Gestione d'Impresa/Business Management
Code	5838
Level	1st level
Director	Angelo Manaresi
Disciplinary area	Social, Economics, Law
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 2025/2026, Alma Mater Studiorum – Università di Bologna, Administrative office of Bologna, will run a 1st-level Professional Master's Programme in "Gestione d'Impresa/Business Management".</p> <p>The Professional Master's Programme has been set up on the proposal of the Department of Management (DISA) and in cooperation with Fondazione Bologna Business School (BBS)</p> <p>The programme lasts for one year, full-time attendance, delivered in Italian for Italian concentrations and in English for English concentration, awards 60 CFU (ECTS) and aims to train people who can work as managers in a specific company function or to compete for management positions over time. The sectoral focus provides an important element of competence and differentiation for building the career path and for developing skills related to the industry of interest. The master is divided into the following concentrations:</p> <p>Italian language concentrations:</p> <ul style="list-style-type: none"> • Food and Wine • Made in Italy • Retail Management & E-Commerce • Sport Management <p>English language concentrations:</p> <ul style="list-style-type: none"> • Global and Emerging Markets • Green Management and Sustainable Businesses • Italian Premium Brands • Life Sciences and MedTech • New Space Economy • Tourism, Heritage and Events
Qualifications required for admission	The programme is reserved for candidates who, by the time of enrolment (19/06/2025 for window 1, 9/09/2025 for window 2, 23/10/2025 for window 3, 2/12/2025 for window 4, are in possession of the following qualifications and access requirements:



	<ul style="list-style-type: none"> • All 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); • first cycle degree and/or second / single cycle degree obtained abroad deemed equivalent to those described in the point above by the admission committee, for the purposes of admission to the Master. • for concentrations in English language, proficiency of the English language is required.
<p>Other admission requirements (registration with a professional register, specialisation school, other qualifications, English proficiency, work experience, etc.)</p>	<p>The required documents for the selection process are listed in the procedural instructions (double-sided copy of a valid identity document; academic qualification and transcript) and must be submitted with the specific documents listed below:</p> <ul style="list-style-type: none"> a) Curriculum Vitae (in Italian or English, according the chosen concentration); b) Motivational Letter (in Italian or English, according the chosen concentration); c) Reference Letters in English (optional, in Italian or English, according the chosen concentration); d) A photo of the candidate for identity recognition purposes; e) Concentration Form; f) For track in English language, English Language Proficiency certificate (TOEFL, IELTS or Cambridge English) certifying a minimum English level of B2 in the European framework. Candidates who do not possess this certificate will have to take a written test to assess their language skills. g) If available, GMAT or GRE certificate, with a score of 550 or above (GMAT) or equivalent (GRE). Candidates without this certificate will have to take a written aptitude test. <p>Candidates with a degree obtained abroad, if they pass the selection procedures, must show the original hard copies of these documents to the Master’s Office.</p>
<p>Course structure diagram</p>	<p>Shares courses:</p> <ul style="list-style-type: none"> • Accounting and Control – SECS-P/07 – Paolo Ferri (concentration in English language), Eleonora Monaco (concentration in Italian language) • Corporate Finance – ECON-09/A – Giulia Baschieri (concentration in English language), Giulia Baschieri e Andrea Carosi (concentration in Italian language)



- Marketing – SECS-P/08 – Angelo Manaresi (concentration in English language), Barbara Lorenzini (concentration in Italian language)
- Marketing Research - SECS-P/08 – Alessandra Zammit (concentration in English and Italian language)
- Digital Marketing - SECS-P/08 – Annamaria Tuan and Shashi Matta ((concentration in English language), Claudio Nader and Annamaria Tuan ((concentration in Italian language)
- Supply Chain Management – ING-IND/17 – Marco Bortolini ((concentration in English language), Alberto Regattieri (concentration in Italian language)
- Business Ethics and Sustainability – ING/IND/35 – Sara Zanni (concentration in English and Italian language)
- Digital Culture – INF/01 – Maurizio Gabbrielli (concentration in English and Italian language)

Courses Concentration Made in Italy – Italian language

- Industrial Design – SECS-P/08 – Alessandro Bonfiglioli
- Luxury Management – SECS-P/08 – Alberto Festa
- Made in Italy Management – SECS-P/08 – Nicola Giorgi e Barbara Lorenzini

Courses Concentration Retail Management and eCommerce – Italian language

- Category Management – SECS-P/08 – Francesco De Rose
- E-Commerce Management – SECS-P/08 – Andrea Gabrielli
- Retail Management and eCommerce Management – SECS-9/08 – Carlo Caranza e Barbara Lorenzini

Courses Concentration Food & Wine – Italian language

- Economia e Management delle imprese agroalimentari – SECS-P/08 – Paolo Palomba
- Marketing e comunicazione per il Food & Wine – SECS-P/08 – Nicola Tomesani
- Food&Wine Management – SECS-P/08 – Duccio Caccioni e Barbara Lorenzini



Courses Concentration Sport Management – Italian language

- Gestione delle imprese di attività sportive - SECS-P/08 – Giuseppe Cappiello and Nicola Tomesani
- Gestione delle imprese di prodotti, attrezzature e tecnologie per lo sport - SECS-P/08 – Alberto Fraticelli
- Sport management - SECS-P/08 – Alberto Fraticelli

Courses Concentration Green Management and sustainable businesses – English language

- Strategy and performance of sustainable businesses - ING-IND/35 – Sara Zanni
- Corporate social responsibility – SECS-P/08 – Alessandra Bianchi
- Green Management and sustainable businesses – SECS-P/08 – Barbara Lorenzini

Courses Concentration Global and Emerging Markets – English language

- Omnichannel strategy in international markets - SECS-P/08 – Gabriele Sportoletti
- Internationalization of companies – SECS-P/08 – Alberto Forchielli
- Management of Global and Emerging Markets – SECS-P/08 – Giorgio Prodi

Courses Concentration Italian Premium Brands – English language

- Industrial Design – SECS-P/08 – Alessandro Bonfiglioli
- Luxury Management – SECS-P/08 – Lelio Gavazza
- Italian Premium Brands Management – SECS-P/08 – Eugenio Morselli e Barbara Lorenzini

Courses Concentration Life Science and Medtech – English language

- Entrepreneurship, Innovation and IP management in biomed industries – ING-IND/35 – Fabrizio Conicella and Clarissa Ceruti



	<ul style="list-style-type: none"> • Technology and Operations management in biomed industries – BIOS-11/A – Fabrizio De Ponti, Emanuel Raschi, Vittorio Martinelli • Life Science and Medtech Management – MED/08 – Giovanna Cenacchi e Barbara Lorenzini <p>Courses Concentration New Space Economy – English language</p> <ul style="list-style-type: none"> • Innovation and management in the industry - ECON-07/A – Paola Giuri • Regulation, industry and supply chain contracts and the role of Governments - GIUR-02/B – Anna Masetti and Lorenzo Guerini • Management of space economy – SECS-P/08 – Angelo Pansini <p>Courses Concentration Tourism, Heritage and Events – English language</p> <ul style="list-style-type: none"> • Event Planning – SECS-P/08 – Gabriella Gentile • Tourism and Culture – SECS-P/08 – Stefano Soglia • Tourism, Heritage and Events Management – SECS-P/08 – Roberto Grandi e Barbara Lorenzini
<p>Closing date for applications (to register for selection)</p>	<p>Round 1: by 12/05/2025</p> <p>Round 2: from 13/05/2025 to 7/07/2025</p> <p>Round 3: from 8/07/2025 to 15/09/2025</p> <p>Round 4: from 16/09/2025 to 3/11/2025</p> <p>Attention: - the 4 windows are independent paths and independently concluded. It is not possible, for example, to pre-register to window 1 and attend the selections in window 2.</p> <p>At the closure of enrolment of each window, candidates who have not yet enrolled, lose the right to enroll.</p>
<p>Selection method</p>	<p>Admission to the Master is subject to a positive total score of the selection process, which is based on a written aptitude test, a written English language test (for concentrations in English language) and a motivational interview.</p> <p>The maximum score given by the Admission Board is 100 points. A minimum score of 60/100 must be achieved to pass the selection.</p> <p>The written aptitude test and the written language test (for concentrations in English language) do not award any points but</p>



	<p>are instead judged on a pass/fail basis as a necessary qualification to attend the motivational interview.</p> <p>All selection tests will take place online in videoconference mode, at a time that will be communicated and in any case between 8 a.m. and 8 p.m., Italian time.</p> <p>Candidates attending the test must bring a valid identification document with them.</p> <p>Admission to the professional master programme is granted to eligible candidates, within the limits of available seats, based on the ranking drawn up on in accordance with the total score awarded.</p> <p>In the event of two candidates with the same score, the younger candidate will rank higher.</p>
Selection date	<p>The evaluation process will take place:</p> <ul style="list-style-type: none">- for those enrolled to window 1: 15/05/2025 (written aptitude test and written language test, this last one only for concentrations in English language) and 20 and 21 17/05/2025 (motivational interview)- for those enrolled to window 2: 10/07/2024 (written aptitude test and written language test, this last one only for concentrations in English language) and 15 and 16/07/2024 (motivational interview)- for those enrolled to window 3: 18/09/2025 (written aptitude test and written language test, this last one only for tconcnetration in English language) and 23 and 24/09/2025 (motivational interview)- for those enrolled to window 4: 6/11/2025 (written aptitude test and written language test, this last one only for concentrations in English language) and 11 and 12/11/2025 (motivational interview)
Ranking list publication date	<p>Round 1: 29/05/2025</p> <p>Round 2: 24/07/2025</p> <p>Round 3: 2/10/2025</p> <p>Round 4: 19/11/2025</p> <p>The indicated dates may vary by 1-2 days in case of institutional needs and obligations.</p>



	The ranking lists may be viewed on Studenti Online using your username and password
Enrolment period	Round 1: from 29/05/2025 to 19/06/2025 Round 2: from 24/07/2025 to 9/09/2025 Round 3: from 2/10/2025 to 23/10/2025 Round 4: from 19/11/2025 to 2/12/2025
Available places	Round 1: 45 Round 2: 25 plus any remaining from the Window 1 for a maximum total of 120 Round 3: 25 più quelli avanzati dalla finestra 1 e 2 nel rispetto del numero massimo di 120 posti Round 4: 25 più quelli avanzati dalla finestra 1, 2 e 3 nel rispetto del numero massimo di 120 posti
Fees	<p>Selection procedure participation fee: € 60,00 (non-refundable fee for administrative services, Art. 1 of the Call for Applications).</p> <p>The fee required from students attending the Professional Master Programme is 13.800,00 (thirteen thousand eight hundred/00) Euro: the first instalment amounts to 1.850,00 (one thousand eight hundred fifty/00) Euro (to be paid by 19/06/2025 for window 1, by 9/09/2025 for window 2, by 23/10/2025 for window 3; by 2/12/2025 for window 4); the second instalment amounts to 7.000,00 (seven thousand/00) Euro (to be paid by 31/12/2025); the third instalment amounts to 4.950,00 (four thousand nine hundred fifty/00) Euro (to be paid by 30/03/2026).</p> <p>Where there is external funding (fundraising activities), the cost of enrolment can be reduced, assigning these reductions to candidates based on their position in the 4 ranking lists.</p> <p>Reduced fees are available:</p> <p>Band 1: Fees reduced to 10.800,00 (ten thousand eight hundred/00) euro. The first instalment is 1.850,00 (one thousand eight hundred fifty/00) euro. The second instalment is 7.000,00 (seven thousand/00) Euro. The third instalment is 1.950,00 (one thousand nine hundred fifty/00) Euro;</p> <p>Band 2: Fees reduced to 8.800,00 (eight thousand eight hundred /00) Euro. The first instalment is 1.850,00 (one thousand eight</p>



	<p>hundred fifty/00) euro. The second instalment is 6.950,00 (six thousand nine hundred fifty/00) Euro;</p> <p>Band 3: total tuition waiver; in the case of all tuition fees being waived, the student must nonetheless pay a fixed fee of 184,54 (one hundred and eightyfour/54) Euro (required for the regional tax, stamps, insurance and professional master programme certificate).</p> <p>The second instalment must be paid within 31/12/2025. Third instalment must be paid within 30/03/2026.</p> <p>Information on how to make payments related to the instalments after the first will be provided via email in due time before the respective deadline.</p> <p>The late payment of the second and third instalments beyond the set date will lead to the payment of a fine of 60.00 Euro. Late instalments and relative fines must be paid within 30 days of the deadline. Students who fail to pay all the amounts due may not attend lectures.</p> <p>The cost of enrolling in the Master Programme may be borne by third parties (public authorities, foundations, businesses, etc.). In this case, the candidate must promptly request from the didactic office the nominal letter of intent form in which the third party formalizes and signs the commitment and then the candidate must send it back to the didactic office (gestioneimpresa@bbs.unibo.it for concentrations in Italian language and businessmanagement@bbs.unibo.it for concentrations in English language) and to Master's Office, master@unibo.it in copy (CC) before the selection deadline of the chosen window.</p> <p>Following payment, the university or BBS issue an accounts receipt.</p>
<p>Places in excess of the maximum number reserved for students with a certified legal disability of 66% or more or with a certification under Law 104/92 (optional, at the director's discretion)</p>	<p>Professional Master's Programmes do not entitle to exemption from tuition fees (Legislative Decree 68/2012, Article 9, paragraph 8). However, as per the applicable Guidelines and in accordance with the Professional Master's Programme director, subject to passing the selection, the enrolment of one or two students with a certified legal disability of 66% or more or with a certification under Law 104/92 will be permitted in excess of the maximum number. Such student(s) will be exempted from</p>



	<p>paying tuition fees, net of any fixed costs and of the selection procedure participation fee.</p> <p>In order to apply for a reserved place, an express request to that effect must be submitted by the closing date for applications, in the form of a self-certificate accompanied by the legal disability certificate issued by INPS, to be attached to the application.</p> <p>The benefit will only be recognised to the student that submitted all the appropriate documentation and scored better than any other applicants requesting the same benefit.</p> <p>N. 2 places for students in excess of the maximum number are provided, subject to passing the selection. Such students will be exempted from paying tuition fees, net of any fixed costs and of the selection procedure participation fee.</p>
<p>Auditors (if applicable)</p>	<p>Participation is open to auditors, up to 20% of enrolled students, in accordance with Art. 8 of 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, by the beginning of the lessons .</p> <p>The attendance fee for auditors is € 8.800,00 (eight thousand eight hundred /00). The first installment, to be paid at the moment of enrolment, is € 1.220,00 (one thousand two hundred/00); the second installment, to be paid by 30 days from the first installment, is € 7.580 (seven thousand five hundred eighty/00).</p> <p>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 Master's qualification in Gestione d'Impresa/Business Management. The Secretariat will issue a certificate of attendance stating the number of hours completed by each auditor.</p>
<p>Administrative office</p>	<p>Bologna</p>
<p>Place of teaching</p>	<p>Bologna Business School</p> <p>Villa Guastavillani - Via degli Scalini 18, 40136 Bologna</p> <p>New Campus – Via degli Scalini 23, 40136 Bologna</p>
<p>Language</p>	<p>Italian or English, according the concentration</p>



Duration	One year
University educational credits (CFUs)	60
Mandatory attendance	Minimum mandatory attendance of 70% of classroom
Teaching mode	On campus. Classes are scheduled from Monday to Friday in the time slot 9:00am – 6:00pm.
Internship or project work and final examination	<p>Option to choose between an internship (600 hours, 24 ECTS) or a project work (24 ECTS), both followed by a final examination.</p> <p>The awarding of the professional master programme and the related university educational credit is subordinate to:</p> <ul style="list-style-type: none">• the payment of all the fee installments within the established deadlines (included the fees for late payments);• the achievement of a minimum mandatory attendance of 70% of classroom activities;• the completion of the internship/stage (curricular internship) hours or completion of the project work based on the requirement of the Master's study plan;• have submitted the final examination related to the internship (curricular internship) or project work;• passing the final examination with a grade of at least 18 out of 30 (all exams and assessments taken during the course of the master, at the end of each module or lessons, will not be individually recorded and will therefore not grant any separate credits. Any such exams and assessments, however, will be taken into account by the Examination Committee when deciding the final grade of each student);• have submitted all documentation related to the opening of their academic career, including a student visa and residence permit (for non-EU students), as well as documentation related to degree recognition (please contact the UNIBO Master's Office to verify the documentation required in your specific case). <p>At the end of the teaching activities, students will express their own opinions through an online questionnaire</p>
Class start date and teaching calendar information	Classes will start from December 2025.



	<p>Classes are held from Monday to Friday, in the time slot 9:00am to 6:00pm, from December 2025 to July 2026. The internship or project work follows.</p>
Other information	<p>Students undergoing the master, after having paid one or more instalments of enrolment in the master, who then decide to withdraw from participation in the Master, are not entitled, for any reason, to a refund of the fees paid. The withdrawal from studies is a formal and irrevocable act through which you decide to end your university career. The notification of withdrawal must be sent to the Ufficio Master (master@unibo.it) from the student's University email address. For non-EU students, the withdrawal from the program will result in the loss of necessary requisites for a legal stay in Italy.</p> <p>It is not possible for any reason to request a transfer from one university master's degree course to another, nor to any other course offered by the University.</p> <p>The programme provides a common part shared between the different concentrations (about the 60% of the classroom activities), the remaining part being specific to each one concentration.</p> <p>The activation of each concentration is subject to reaching a minimum number of 7 enrolled students. In case of less than 7 enrolled students the management of the master reserves the right to not activate it.</p> <p>The choice of concentration must be indicated in the form attached to this call for applications and delivered together with the documents during enrolment in the selections. The choice must be confirmed during the selection process. If the chosen concentration is not activate to the failure to reach the minimum number of student, the admitted candidate who has already enrolled may transfer his/her enrolment to another address that may have been activated or may withdraw from the Master's course and request a refund of the first instalment (except the administration fee).</p> <p>In the moment that the selections have been completed, it is not possible to choose another track, unless exceptions are confirmed by the Director of Studies.</p>
For administrative information	<p>Please contact the Ufficio Master at master@unibo.it</p>
For scientific and teaching information	<p>Bologna Business School - Via degli Scalini 18 - 40136, Bologna</p>



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

AREA
FORMAZIONE E DOTTORATO

	<p>Monday-Friday from 9:00am to 1:00pm and from 2:00pm to 6:00pm 13:00</p> <p>Phone: Alessandra de Nichilo - +39 051 2090145</p> <p>Natalia Shvets - +39 0512090185</p> <p>Michele Coco - +39 0512090169</p> <p>E-mail: gestioneimpresa@bbs.unibo.it (for concentrations in Italian Language) businessmanagement@bbs.unibo.it (for concentrations in English Language)</p>
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