Date	None	Credits	CFU / ECTS: 60 Quarter credits: 45
Course Title	Executive MBA	Discipline Code	EMBA
Pre-requisite (s)	Bachelor's Degree	Co-requisite (s)	None
Hours	150	Out of Class assignment Hours	600

Place and Time of Class Meeting

It is an online degree program and the study is based upon teaching materials available in an asynchronous mode. The only synchronous event is the virtual classroom, periodically planned by the Instructor/Tutor. Please read below for more details about course program and schedule, with particular reference to the foreseen virtual classrooms.

Name and Contact Information of Instructor

Executive MBA SCIENTIFIC DIRECTOR

Prof. Gianfranco Vento – g.vento@unimarconi.it

Book required

The institution recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.

Classroom expectations for students

Attendance Policy

As online course, providing teaching materials in an asynchronous mode, the presence has to be intended as staying in the virtual environment. The student should make use of the resources provided by the online platform Virtual C@mpus: every time he logs in, an automatic system will record accesses, times of study, status of study and the passing of the exams. Moreover, in the "Report" section of the "Personal Area", consultable by both the student and the Instructor/Tutor, the following information are available:

Connections
Total time (hh:mm:ss)
Total accesses number

For each Module/Learning Object
Status (Completed/Incomplete/Browsed)
Score (for self-assessment Test)
Last login (hh:mm:ss)
Total time (hh:mm:ss)

The Tutor/Instructor of the course constantly supervises the study activities, periodically collecting these data in a Student Portfolio. Sometimes the Tutor/Instructor participates to and supports the study through direct communications to the student by email or phone.

The possibility given to the student to download the teaching materials (audio, slides, textbooks, etc.) does not assure that the study activities are regularly recorded in the periodical reports.

Student Tardiness Policy

In itinere exams (online exemption) and Virtual classrooms

The virtual lectures, are periodically planned and scheduled. The students have to take part to the virtual lectures foreseen within every course, according to the scheduled timetable. The *in itinere* exam (online exemption), which is time-tested, lasts for 2h and 15 min. Exceeding this duration determines its cancellation. The students have to login at least ten minutes before the beginning of the lecture and they have to stay connected till the end.

Exams

Students are asked to take part to the official sessions of exams, according to the scheduled timetables. Students are asked to reach the venue of the exams at least fifteen minutes in advance in order to complete the check-in procedures with a valid ID card. The student lacking a valid document or in delay of more than fifteen minutes will not be allowed to attend the exam.

Course Description

The Masters in Executive MBA is a training program oriented to the direction of the company.

The Executive MBA program lasts one year and is divided into a series of training modules aimed at the development of expertise in the field of economics, finance and markets, general management, marketing, business law, new technologies, innovation and ICT.

The main features of the Master are:

• continuous updating of teaching methods and programs;

• understanding the patterns of each corporate;

• the issue of internationalization concepts to move from a local to a global scale;

• the implementation of team working and problem solving;

• the strong international orientation fueled by the availability of content produced by foreign teachers and by comparison with organizational and economic systems of European countries and beyond.

The Masters in Executive MBA offers a detailed and thorough preparation on all major business activities. After the initial phase, focused on basic issues that a company faces, the focus is on the principles and technical specifications of the different business functions: administration, control, organization, finance, production and logistics, strategy, marketing, law financial and commercial information systems.

The EMBA offers students the opportunity to consolidate concepts through case histories, exercises and simulations of specific problems from the corporate world.

A student is granted a Master's degree after successfully defending his or her final thesis in front of a panel of judges. Grading is based on a scale of 0-110; 66 is the passing grade and students who obtain full marks of 110 may also be awarded 'summa cum laude' (110 e lode).
The final thesis of the Master's program, intended to assess the technical, scientific and professional preparation and competences of the student, requires the completion, discussion and presentation of a written project work during the dissertation.

Learning Objectives

The Executive Master in Business Administration provides the knowledge, analytical tools and planning, techniques and methodologies to achieve the following objectives:

• integrate knowledge and skills of professionals already engaged in business activities, according to a managerial strategic approach;
• promote change in the professional role of the worker and help him to improve their career path;
• provide graduates with the knowledge and skills to analyze the market changes, in order to develop a professional profile able to successfully tackle the current competitive landscape, through the creation of a sound management culture.
The Master has a modular character. At the end of the study program students will take part to a stage in a company that will end with a project work.
The program is structured as follows:

Introductory elements (whose function is to provide the basic tools in preparation for the study of subjects characterizing the course):

Business English;
Elements of general mathematics
Elements of statistics
Elements of political economics
Elements of business administration and business accounting

Module I - Economics and Finance

Economic environments
Business economics and accounting
Market economy and financial intermediaries
Corporate finance
Corporate Investment Banking
Risk Management

Module II - General Management

Corporate Strategy
Business organization and human resources management
Business communication

Module III - Marketing

Introduction to marketing
Strategic marketing

Marketing management

Module IV - Business Law

Commercial and tax law
International tax law

Module V - Innovation, Environment and ITC

Environment and territorial economics
Environmental technologies and quality systems
Management of innovation

Stage and Project Work

Career and professional opportunities

The Masters in Executive MBA is a useful tool for optimal placement in the labor market by:
• Employees and consultants engaged in strategic business;
• entrepreneurs and General Management business;
• accountants and professionals;
• graduates and graduates who wish to acquire theories and tools of Business Administration.

The Executive MBA graduates will have found an optimal placement in the following careers:

- General accounting clerk;
- General and industrial accounting director;
- Wage and contributions director;
- Budget director;
- Head of treasury;
- Controller for management audit;
- Business financial analyst;
- Tax expert;
- Corporate consultant;
- Internal auditor;
- Budget review director;
- Risk manager;
- Credit manager;
- Business advisor.

Instructional Methods

This course is mainly offered in blended mode, through multimedia and interactive tools that combine both quality of methods and academic contents with an innovative and engaging accessibility. The educational path is characterized by the intensive use of internet as distribution channel of learning materials. Such a communication channel consists of virtual classrooms, audio and video lectures, self-assessment tests, open ended questions with feedback form the tutor, in itinere exams (on line exemption), simulations, virtual laboratories, case studies, digital textbooks, etc. Different learning tools are chosen in consideration of the different course's contents. Virtual C@mpus is the web platform of the University, available on both mobile and fixed devices. Rather than a mere communication tool, this platform allows the students to find a virtual place for knowledge exchange between students and teachers. The variety of learning tools provided enables each student to build up his own learning path, through the choice of different

technologies and materials, according to his own times and needs. Apart from the online activities mentioned above, the learning process also involves in presence study. The University is provided with traditional laboratories that may be used by the students over the academic year. These laboratories, together with the online activities, are supervised by Tutors or Instructors. Among the different laboratory activities that are part of this wider educational project, we can mention examples such as:
-Linguistic Laboratory;
-Computer Laboratory

Other support services and facilities are the Library and the Web Library.

The Library provides a centralized access to bibliographical resources: books, CD-rom, DVD, e-books, webography, online databases, e-journals, etc, which are useful for improving knowledge in different fields of study. It allows users to retrieve bibliographical information from a local or remote access, through an online catalogue that collects bibliographical records from the University library as well as from other Italian and foreign libraries. Moreover, the University Library provides a Reference help service, also available on line, which assists the students in their research, providing instruction on library resources and research techniques. It supports the students in their bibliographical search, also giving information on how to prepare standard bibliographical citations. The Library, headquartered in Rome, has a reference desk, where it is possible to request bibliographical items, and two reading rooms, where it is possible to consult the books.

The Web Library consists of two main branches:

1)The OPAC (On-line Public Access Catalogue) is the online catalogue of library resources, which gives the make search by author, title, alphabetical order, chronological order, etc.. As online catalogue OPAC is accessible online through http://biblioteca.unimarconi.it/pmb/opac_css/, without the need to go to the library.

2) The Web Library allows to search articles and publications available online related to Digital ICT application in the different fields of education. It is constantly updated and it consists of different sections, among which: a) E-book section, where it is possible to download a list of items in full-text; b) Link section, provided with webography for different fields of study. Moreover, the Web Library is normally used as digital archive of the teaching materials provided by the University. The Web Library is developed by the Joomla software, a Content Management System open source, in PHP and installed on Linux server

Other facilities provided by the University Guglielmo Marconi are the library consultation rooms, equipped with pc allowing access to online resources.

Instructional Materials and References

See the bibliographies detailed in the syllabi of each module.

Assessment Criteria and Methods of Evaluating Students

All assessment tests and midterm self-assessment tests foreseen within the courses and available online are considered highly recommended and useful for the student's individual preparation and study. Assessment tests and midterm self-assessment tests are not obligatory for sustaining the

final exam, which must be taken by the student in the presence of the appropriate Board of Examiners, as per art. 11 c.7 letter e) of DM 270/2004.

Online self-assessment tests are considered passed when at least 75% of the responses given are correct.

Final exams must be taken by the student in the presence of the appropriate Board of Examiners. The individual assessment of the student is expressed through a grade of 30/30 for course exams and 110/110 for final degree grade with possible honors, under Decreto 22 ottobre 2004, n. 270 (published in the Gazzetta Ufficiale 12 novembre 2004, n. 266) - Art. 11 comma 7 lettera e). and article 15 of University Didactic Regulations.

A minimum passing score of 75% is required for the self-assessment test.

Instructors' and Tutors' evaluation of the *in itinere* exam and final exam is based on standard University criteria.

ITALIAN GRADE	US GRADE EQUIVALENTS	GPA EQUIVALENTS (4.0 scale)
30 cum laude (30 e lode) 30	A+	4.0
29	A	3.9
28	A-	3.6
27-26	B+	3.3
25-24	B	3.0
23-22	B-	2.9
21-20	C+	2.6
19	C	2.3
18 Minimum passing grade	C-	2.0

Generally, the grades "A" through "C-" are considered passing grades. Students who do not succeed at obtaining a C- or 18 automatically fail the exam and do not receive a grade. For certain general education courses (i.e. Basic Computer Skills, Language Skills), laboratories or practicum only a "Passing" grade is given ("idoneo").

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