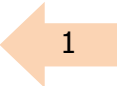




UNIVERSITÀ DEGLI STUDI GUGLIELMO MARCONI

Date	None	Credits	CFU / ECTS: 60 Quarter Credits: 45
Course Title	Master in Business Administration	Course Number	Course Code: MBA
Pre-requisite (s)	Bachelor	Co-requisite (s)	None
Hours	1500	Out of class assignment hours	720



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 (if and when expected).

Name and Contact Information of Instructor

SCIENTIFIC DIRECTOR

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

Required reading

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.

The course bibliographical references are listed in each course module.

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:



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www.unimarconi.it / www.marconistudios.it
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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.

Student Tardiness Policy

Virtual classrooms

The virtual lectures (if and when expected), are periodically planned and scheduled. The students have to take part at least to a one third of the virtual lectures foreseen within every course, according to the scheduled timetable. The students have to login at least ten minutes before the beginning of the lecture and they have to stay connected till the end. The student that logs in with a ten-minutes delay will not be allowed to attend the lecture.

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 MBA is specifically designed for high achieving individuals who want to take the next major step along their career path, focusing on the development of a global career at strategic decision making level to the forefront of business theory and management practice. By covering key disciplines such as **finance, management, economics, marketing, operations and strategy** in-depth, students gain the skills and knowledge needed to manage across departments, markets and entire organizations. The Master program is structured to reflect the needs of **modern international business**, developing a blend of academic excellence and professional skills, offering a **highly marketable competencies** set to stand out in strategic level positions. Starting from the management, business and economics principles, participants will be involved on specialized core courses to improve in depth business knowledge, competencies and skills.



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Learning Objectives

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The MBA degree program consists of **four foundation courses** (12 credit hours) and **eight core courses** (24 credit hours). In addition to completing the core course requirements, students have the opportunity to develop expertise and specific insights in one of the following **concentrations: Finance** (12 credit hours) or **Management** (12 credit hours).

Foundation Courses:

- Principles of Accounting
- Macroeconomics
- Principles of Financial Management
- Mathematics and Statistics

Core Courses

- Competitive Environments and Business Venture
- People and Project Management
- Managerial Accounting
- Financial Accounting
- International Corporate Finance
- International Business
- Marketing in Diverse Environments
- Operations & Service Management

Management Concentration Courses

- Organizational Behavior
- Managerial Economics and Business Administration
- Leadership and Change Management
- Business Information Systems

Finance Concentration Courses

- Financial Regulation & Corporate Governance
- Financial Markets and Instruments
- Project Finance and Risk Management
- Global Finance

At the end of this program, the student will be able to:



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- Recognize the purpose and importance of accounting
- Understand the meaning of general accepted accounting principles
- Outline the basic financial techniques used in investment decision making process (capital budgeting), and in financing decision making process (capital structure and dividend policy)
- Know how the Central Banks work
- Analyze and applying mathematical functions and the major economic models
- Compare the main Organizational models
- Know the mechanism of Change management
- Apply the most effective HR policies
- Understand the financial statement
- Evaluate a Master budget

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Financial Concentration:

- Understand the Financial Regulation codes and legislation in a global perspective;
- Distinguish the main characteristics of money market, equity market, swap market and futures market;
- Know the definitions of Bond market;
- Identify the Risk of Trading Futures Contracts;
- Understand fundamental concepts of today's financial markets;
- Apply skills in project financing operations.

Management concentration:

- Define the organisational behaviour;
- Understand the role of organizational culture and interaction;
- Investigate different kinds of leadership such as transactional, transformational, and distributed leadership;
- Know and discuss the Lewin's field theory;
- Resource systems (ERP);
- Techniques for Business analysis.

OUTCOMES AND PROFESSIONAL PROFILE

Graduates from the International MBA program will demonstrate proficiency in the use of business application software packages for financial analysis of data. They will understand how social and ethical issues affect organizational strategies, structures, and systems and be able to integrate disciplinary expertise across functional areas. They will mature into professionals able to identify and frame common organizational problems, determine relevant decision criterion and analyze relevant alternatives.





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Instructional Methods

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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 content. 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 throughout their academic path. 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;
- Informatic 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 the University bibliographical fund, which gives the possibility to search and browse the bibliographical records by several keywords (by author, title, alphabetical order, chronological order, etc.). As every other



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online resource, the OPAC is reachable by any computer with internet connection, without the need to go to the library. The entire bibliographical fund may be consulted online at the following link: http://biblioteca.unimarconi.it/pmb/opac_css/

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2) The Web Library represents a sort of academic search engine on the issues related to Digital Publishing and the ICT applied in this field. It is constantly updated and it consists of different branches, 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 based upon the Joomla software, a Content Management System open source, developed in PHP and installed on Linux server

Other facilities provided by the University Guglielmo Marconi are the study spaces, equipped with the web platform access and other online resources.

Instructional Materials and References

The course bibliographical references are listed in each course module.

Web references:

http://biblioteca.unimarconi.it/pmb/opac_css/
http://www2.unimarconi.it/UPRESS/?page_id=5

Assessment Criteria and Methods of Evaluating Students

The completion of self-assessment tests throughout the course is strongly advised and should be considered highly beneficial for individual study and exam preparation, although it is not obligatory for taking the course exam. A minimum passing score of 70% is required for the self-assessment test.

Mid-term examinations, if any, are held in class.

The course final exam is held in the presence of the student and the relative Board of Examiners. Grades are given on a 110-point basis and honors may be awarded. The exam consists of the dissertation of the Project work and questions relating to the master course.

Date Syllabus Was Last Reviewed: 10/01/2018



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