

Occupational profiles

Employment and professional opportunities are in the fields of:

- Marketing and communication: students might be employed in the development of digital marketing strategies in firms willing to increase their visibility; they might also be employed in activities such as the analysis of large amounts of data to customize products and services. They might become members of project teams in areas such as e-commerce development in firms of any size and industry;
- Digital Technology: students will possess adequate competences to manage digitalization projects and to implement digital solutions in the field of information computer systems, network technologies, social media, big data;
- Organization and strategy: students might be employed also in organizational areas dedicated to the analysis of data and to the development of innovative solutions and business models. They will promote and champion the use of technologies and new approaches in project management and strategy to tackle the potential of AI, blockchain, industry 4.0;
- Economics and law: students will possess updated competences and tools to identify the legal implications of digital transformation and to explore novel organizational solutions in the public and private sector.

Access to the programme

Access to the Bachelor's Degree in Digital Management is determined by an admission ranking system (TOLC E/ SAT exam and interview) since there is a limited number of available places (105 in 2020/2021). The selection process is organized twice throughout the academic year: one in spring and one in summer. Submitting an application during the spring session is strongly encouraged, as there are more available places (70). Ten places are available for extra EU students.

Students must possess a certification of English, with a minimum B2-level, at the time of enrolment.

For more information, visit the website:

www.unive.it/digital-management

Teaching Committee Coordinator

Prof. **Anna Comacchio**
comacchio@unive.it
digital-management@unive.it

Information

Educational programme office
didattica.management@unive.it
041 234 8702
www.unive.it/digital-management

Web page and Social Media

www.unive.it/digital-management
✉ twitter.com/DeptManagement
📘 facebook.com/dip.management
🌐 [linkedin.com/showcase/
dipartimento-management-cafoscari](https://linkedin.com/showcase/dipartimento-management-cafoscari)

Tuition fees

www.unive.it/pag/20938

Where we are

H-FARM campus
Tenuta Ca' Tron
Via Sile, 6
Roncade - Treviso
+39 0422 789611
info.education@h-farm.com



Ca' Foscari
University
of Venice

Department
of Management

Bachelor's Degree
Programme in
**DIGITAL
MANAGEMENT**

in partnership with



H-FARM



EFMD

BACHELOR'S DEGREE PROGRAMME IN DIGITAL MANAGEMENT

This Bachelor's Degree is entirely taught in English.

Learning outcomes

The three-year Degree Programme in Digital Management is the first of its kind in Italy, designed by the Department of Management and run in partnership with H-FARM. It targets ambitious students who aim at developing the skills and conceptual tools required to successfully integrate digital technologies in the strategies and operations of organizations in a variety of industries.

The program is characterized by innovative teaching methods and by its location: H-Campus, where students can learn side by side with national and international entrepreneurs, experts, managers and mentors.

Digital Management is designed to provide students with a unique, highly engaging learning experience, where academic lectures will be enriched by hands-on experiences, teamwork, laboratories on soft skills and project works.

During the first year, students will learn the fundamentals of management, economics and the basic quantitative tools to process data and inform strategic decisions. During the second year, students will develop technical and managerial skills in fields such as e-commerce, information security, organization and project management, new business models, start-up financing, information systems and big data management, social innovation, digital marketing.

The third year is specifically focused on hands-on labs in areas such as computer security, strategic innovation, interaction design and software project development. In addition to these laboratories, during the third year each student will develop an individual project through a 6-month internship in one of the over 200 innovative companies belonging to the H-FARM and Ca' Foscari networks.

During the three-year program, students will participate to various initiatives designed and managed by H-Campus: hackathons, demo-nights, business plan competitions. These events are unique opportunities to experience, practically and in close cooperation with start-uppers and experts, the process that goes from the formulation of digital strategies and ideas, to their presentation and funding.

Year	Term	Credits	Subject
1°	1-2	12	Introduction to Digital Management
	1	6	Mathematics for Decision Sciences - 1
	2	6	Mathematics for Decision Sciences - 2
	2	6	Fundamentals of IT law
	3-4	12	Introduction to Economics
	3-4	12	Introduction to Coding and Data Management
	3	6	Probability and Statistics
2°	1	6	Strategic and Digital Marketing
	1	6	Organizing in a Digital World
	1-2	12	E-business, Entrepreneurship and Digital Transformation
	2	6	Planning and Management Control Systems
	4	6	Lab of Information Systems and Analytics
	3-4	12	Business and Digital Law
3°			6 CFU from either group A) Compelled choice (Lab of human centered design)* or group B) Elective courses**
	3	6	Financing High-growth Firms
	1-2	12	Economics of Innovation, Growth theory and Economic development
	2	6	Lab of software project development
			6 CFU from either group A) Compelled choice (Lab of human centered design)* or group B) Elective courses**
	3-4	24	Stage
			6

A) *Compelled choice: student must include 1 of this exams (6 cfu) in their study plan:

Year	Term	Credits	Subject
3°	1	6	Lab of Computer Security*
3°	2	6	Lab of Web Technologies*
3°	2	6	Games, networks and negotiations*
2°	4	6	Lab of human centered design*

B) **Elective courses (12 cfu):

Year	Term	Credits	Subject
2°	4	6	Digital public management and social innovation
3°	2	6	Financial statement analysis
2°	3	6	Data analytics
3°	1	6	Business analytics

