



Università  
Ca' Foscari  
Venezia

Department of  
Management

## RECOMMENDED COURSE WORK

### Master Degree - Management curriculum: Innovation and Marketing

Enrolled in  
A.Y. 2020-21

EM13-IMK

ordinamento 2018

regolamento 2020

Last update: 23/9/2020

Year	Term	Exam-code	Field code	Subject	Credits	Credits total amount
a.y. 2020-21	1	EM6043	INF/01	Information systems and networks	6	60
		EM7019	SECS-P/08	Design and innovation management - 1° section (6cfu/12)	6	
	2	EM7019	SECS-P/08	Design and innovation management - 2° section (6cfu/12)	6	
		EM4042	SECS-P/07	Advanced management control	6	
		EM7023	SECS-S/03	Quantitative tools of marketing	6	
	3	EM1302	SECS-P/01	Welfare State, Regulations and Environment	6	
		EM7032	SECS-P/08	Branding and communication - 1° section (6cfu/12)	6	
	4	EM7032	SECS-P/08	Branding and communication - 2° section (6cfu/12)	6	
				1 course among the following:	6	
		EM4037	IUS/05	Mergers & Acquisition		
		EM1307	IUS/07	Labour law and enterprises in the international context		
				1 course among the following:	6	
		EM7026	M-FIL/04	Philosophical issues in contemporary management		
			EM7027	M-FIL/05	Pragmatics and philosophy of Language	
a.y. 2021-22	1	EM7028	SECS-P/08	Social media marketing	6	60
		EM7029	SECS-P/08	Contemporary issues in Management	6	
	2	EM7030	SECS-P/12	History of innovation	6	
				Elective **	12	
		EM0106		Tirocinio	6	
		EM0024		Prova finale	24	

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### \*\* Elective courses:

Among the 12 credits to be chosen by the student, it is possible to add the following courses, filling in the Course Plan online:

- Courses available to the students enrolled in the Master Degree programme in Accounting and Finance
- Courses available to the students enrolled in the other Master degree programme of the Department of Management: Business Administration or Marketing and Communication (see the respective Career Plan)
- Courses available to the students enrolled in the other master degree programme of Ca' Foscari University

\* In the Academic Year 2020-21 the following elective courses are available for the master degree

Pay attention: this list may be different from year to year; please check the up-to-date list in the study plan of the current academic year

Year	Term	Exam-code	Field code	Subject	Credits
2	1	EM4041	SECS-P/07	Corporate reporting	6
2		EM1305	SECS-S/06	Managerial Analytics (the course has been deactivated from a.y. 2020-21)	6
2		EM1303	SECS-P/08	Entrepreneurship and Business Models (not available for those who have Business Model Innovation in their curriculum)	6
2	2	EM6063	SECS-P/07	Global sourcing and digital human cloud (modalità blended)	6
2		EM7034	SECS-P/10	Individual and group behaviours for innovation	6
2		EM7037	SECS-P/08	Consumer behaviour	6
1	3	EM6055	SECS-P/08	Making decisions	6
2		EM1308	SECS-P/10	Leadership	6
2		EM2079	IUS/05	Competition Law	6
1	4	EM6054	SECS-P/07	Advanced management of non profit organization	6
2		EM1306	AGR/01	Food Business Management and Marketing	6

Furthermore, students can insert in their Study Plan the activities of the "Didattica Innovativa e Digital Learning" as optional credits or additional credits. The admission to some of these activities can be subject to a selection process, whose results will be announced by the Ca' Foscari University. If no selection process is required, students can freely choose one or more activities from the "Active learning Center" by adding it/them when filling in the study plan. For further information, please visit the webpage: <http://www.unive.it/pag/35246/> > Enhance your Degree>Discover our Active learning Center

The evaluation of the elective courses is based on a criterion of consistency with the student's educational project. The elective exams equivalent to other mandatory courses included in the study plan will be canceled

**PLEASE NOTE:**

Due to organizational concerns elective courses may overlap with each other. The only exam session with no overlapping is the 1<sup>st</sup> exam session at the end of the course. The class timetable could be scheduled from Monday to Friday, not only in three days per week.

## ACADEMIC 2020-21 CALENDAR



### Area Economica

		Academic 2020-21 calendar				
		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
1° semester	1° term	14-Sep-2020	17-Oct-2020	<b>LESSONS 1st Term (5 Weeks)</b>		Oct-19 / Nov-7-2020 Autumn graduation session Master's Degrees
		19-Oct-2020	24-Oct-2020	<b>LESSONS 1st Term (Rescheduled lessons)</b>		
		26-Oct-2020	31-Oct-2020	<b>EXAMS - 6 ECTS/CFU courses 1st term</b> (suspension 12 ECTS/CFU courses)		
	2° term	2-Nov-2020	5-Dec-2020	<b>LESSONS 2nd Term (5 weeks)</b>		
		7-Dec-2020	12-Dec-2020	<b>LESSONS 2nd Term (Rescheduled lessons)</b>		
		14-Dec-2020	19-Dec-2020	<b>EXAMS - 6 ECTS/CFU courses 2nd term</b>		
	21-Dec-2020	9-Jan-2021	Christmas Holiday			
	11-Jan-2021	6-Feb-2021	<b>EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester</b> + 2nd semester exams of the previous academic year			
2° semester	3° term	8-Feb-2021	13-Mar-2021	<b>LESSONS 3rd Term (5 weeks)</b>		March, 8-April, 3 2021 special graduation session Master's Degrees
		15-Mar-2021	20-Mar-2021	<b>LESSONS 3rd Term (Rescheduled lessons)</b>		
		22-Mar-2021	27-Mar-2021	<b>EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)</b>		
	4° term	29-Mar-2021	8-May-2021	<b>LESSONS 4th Term (5 Weeks)</b>		
		10-May-2021	15-May-2021	<b>LESSONS 4th Term (Rescheduled lessons)</b>		
		17-May-2021	22-May-2021	<b>EXAMS - 6 ECTS/CFU courses 4th term</b>		
	24-May-2021	29-May-2021	Break			
	31-May-2021	26-Jun-2021	<b>EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses</b>			
			Summer Holiday		12-24 July 2021 Summer graduation session	
	23-Aug-2021	11-Sep-2021	<b>EXAMS (3 Weeks) 6 or 12 ECTS/CFU courses</b>			

## EXAM SESSIONS SCHEME

Different exam sessions are scheduled during the academic year and each course includes at least 4 different dates in which the related exam can be taken. The organisation of the exam sessions depends on the course scheduling (that is the semester or term the course will take place) and is described in the chart here below.

Term/ Semester	EXAM SESSIONS							
	October	December	January	March	May	June	August September	January
<b>Courses held in one term</b>								
6 ECTS/CFU courses								
1st Term	1°		2°			3°	4°	
2nd Term		1°	2°			3°	4°	
3rd Term				1°		2°	3°	4°
4th Term					1°	2°	3°	4°
<b>Semester courses (held in two terms)</b>								
6 or 12 ECTS/CFU courses								
1st semester			1° and 2°			3°	4°	
2nd semester						1° and 2° (*)	3°	4°

(\*) Only for the May-June session, graduands are obliged to take the exam on the first of the two available exam dates in the same exam session.