



Università
Ca' Foscari
Venezia

Department of
Management

RECOMMENDED COURSE WORK

Master Degree - Management

curriculum: Innovation and Marketing

Enrolled in
A.Y. 2021-22

EM13-IMK

ordinamento 2018

regolamento 2021

Last update 23-24: 18/5/23

All 1st year exams are deactivated from a.y. 2023-24 and reactivated in the MDC **EM17-Innovation and Marketing** with the same denomination, except of those highlighted in grey:

Year	Term	Exam-code	Field code	Subject	Credits	Credits total amount			
a.y. 2021-22 deactivated from a.y. 2023-24	1	EM7023	SECS-S/03	Quantitative tools for marketing	6	60			
		EM7019	SECS-P/08	Design and innovation management - 1° section (6cfu/12) (deactivated from a.y. 2023-24) - Substitutive exam: EM1701-Design Thinking and Innovation Management (12 cfu)	6				
	2	EM7019	SECS-P/08	Design and innovation management - 2° section (6cfu/12) blended mode(deactivated from a.y. 2023-24) - Substitutive exam: EM1701-Design Thinking and Innovation Management (12 cfu)	6				
		EM4042	SECS-P/07	Advanced management control (deactivated from a.y. 2023-24)* The replacement EM4042 Advanced management control, activated in the Global Accounting and Finance Master Degree.	6				
		EM1310	SECS-P/06	Market Dynamics and Industry Evolution	6				
	3	EM1311	SECS-P/08	Brand Management (deactivated from a.y. 2023-24) - Substitutive course, 2nd part of EM1702-Consumer Behaviour e Brand Management (12 cfu) during the 4th period. The 6 CFU exams will be held on the same dates as the 12CFU exam.	6				
		EM7030	SECS-P/12	History of innovation - Classe 4	6				
	3	EM7026	M-FIL/04	1 course among the following: Philosophical issues in contemporary management (deactivated from a.y. 2023-24) -The course was chosen from a group of exams: it is mandatory to replace it in the study plan with another activated course from the same group.	6				
				Pragmatics and philosophy of Language	6				
	4	EM7029	SECS-P/08	Contemporary issues in Management - Classe 1 - (deactivated from a.y. 2022-23 - it is possible to attend the new course and take the exam EM1316 Change Management for Sustainability)	6				
				1 course among the following: Mergers & Acquisition (deactivated due to change of denomination from a.y.2023-24) -The replacement course is EM1602 - Merger and Acquisitions Law	6				
				Labour law and enterprises in the international context (deactivated from a.y. 2022-23) .For all the students who had planned and already attended it, 3 final exam sessions will be guarantee during the a.y. 2022-2023	6				
	a.y. 2022-23 sarà disattivato dal 2024-25	2	1	EM6043	INF/01		Information systems and networks (deactivated from a.y. 2022-23) - Substitute exam: EM1704-Data Science and Business Intelligence	6	60
				EM1312	SECS-P/08		Communication and Social Media Marketing 1° modulo (6CFU/12CFU)	6	
2			EM1312	SECS-P/08	Communication and Social Media Marketing 2° modulo (6CFU/12CFU)	6			
				Elective **	12				
				EM0106	Internship	6			
				EM0024	Final Exam: Thesis	24			
						120			

** 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)

- The Teaching Committee may authorize students' choice of an elective course outside of those taught within the Department of Economics or the Department of Management. The request must be submitted via email to the following address: campus.economico@unive.it, and should include a supporting letter to motivate the student's choice. The Teaching Committee will assess the request and make a decision, which will be communicated to the student by the Campus Economico. In case the request is authorized, the student will be able to add the course to her/his study plan.

*** In the Academic Year 2021-22 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	EM13-EM4041	SECS-P/07	Corporate reporting	6
2		EM13-EM6063	SECS-P/07	Global sourcing and digital human cloud (modalità blended)	6
2		EM13/EM18 EM1303	SECS-P/08	Entrepreneurship and Business Models (<i>not available for those who have Business Model Innovation in their curriculum</i>)	6
2	2	EM13/EM17 EM7034	SECS-P/10	Individual and group behaviours for innovation	6
2		EM7037	SECS-P/08	Consumer behaviour (deactivated from a.y. 2023-24) Substitutive Course: 1st part di EM1702-Consumer Behaviour e Brand Management (12 cfu) during the 3rd period. The 6 CFU exams will be held on the same dates as the 12CFU exam. In the 1st year of deactivation an exam will be guaranteed in the January session.	6
1	3	EM16/EM18 EM6055	SECS-P/08	Making decisions	6
1		EM16 EM1308	SECS-P/10	Leadership	6
2		EM15 EM2079	IUS/05	Competition Law (deactivated from a.y. 2023-24) - Exam decided by Students. For those wishing to include this exam in their study plan, it can be found in the Master's Degree Course [EM15] ECONOMICS, FINANCE AND SUSTAINABILITY	6
1	4	EM18 EM6054	SECS-P/07	Advanced management of non profit organization	6
2		EM13/EM17 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 Learnign"** 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 1st 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 2021-22 CALENDAR



Area Economica

		Academic 2021-22 calendar				
		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
1° semester	1° term	13-Sep-21	16-Oct-21	LESSONS 1ST Term (5 Weeks)		Oct-18 / Nov-6-2021 Autumn graduation session Master's Degrees
		18-Oct-21	23-Oct-21	LESSONS 1ST Term (Rescheduled lessons)		
		25-Oct-21	30-Oct-21		EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)	
	2° term	01-Nov-21	04-Dec-21	LESSONS 2nd Term (5 weeks)		
		06-Dec-21	11-Dec-21	LESSONS 2nd Term (Rescheduled lessons)		
		13-Dec-21	18-Dec-21		EXAMS - 6 ECTS/CFU courses 2nd term	
		20-Dec-21	08-Jan-22	Christmas Holiday		
		10-Jan-22	05-Feb-22		EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year	
semester	3° term	07-Feb-22	12-Mar-22	LESSONS 3rd Term (5 weeks)		March, 7-April, 2022 special graduation session Master's Degrees
		14-Mar-22	19-Mar-22	LESSONS 3rd Term (Rescheduled lessons)		
		21-Mar-22	26-Mar-22		EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)	
	4° term	28-Mar-22	30-Apr-22	LESSONS 4th Term (5 Weeks)		
		02-May-22	07-May-22	LESSONS 4th Term (Rescheduled lessons)		
		09-May-22	14-May-22	Rescheduled lessons		

2°	16-May-22	21-May-22		EXAMS - 6 ECTS/CFU courses 4th term	
	23-May-22	28-May-22	Break		
	30-May-22	25-Jun-22		EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses	
	27-Jun-22	30-Jul-22	MINOR Courses (5 Weeks)		
			Summer Holiday		11-23 July 2022 Summer graduation session Master's Degrees
	22-Aug-22	10-Sep-22		EXAMS (3 Weeks) 6 or 12 ECTS/CFU courses	

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
Courses held in one term								
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°
Semester courses (held in two terms)								
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.