



Department of Management

**RECOMMENDED COURSE WORK**

**Master Degree - Innovation and Marketing**

Enrolled in  
A.Y. 2023-24

EM17  
ordinamento 2023  
regolamento 2023

revisione 2024-25

	Year	Term	Exam-code	Field code	Subject	Credits	Credits Total Amount	
a.y. 2023-24	1	1	EM1700	SECS-P/07	Business Planning and Strategic Performance Evaluation	6	60	
			EM1701	SECS-P/08	Design Thinking and Innovation Management 1° section (6cfu/12)	6		
		2	EM1701	SECS-P/08	Design Thinking and Innovation Management 2° section (6cfu/12)	6		60
			EM1316	SECS-P/08	Change Management for Sustainability	6		
			EM1310	SECS-P/06	Market Dynamics and Industry Evolution	6		
		3	EM1702	SECS-P/08	Consumer Behaviour e Brand Management 1° section (6CFU/12)	6		60
			EM7030	SECS-P/12	History of innovation	6		
		4	EM1702	SECS-P/08	Consumer Behaviour e Brand Management 2° section (6CFU/12)	6		60
			EM1315	SECS-P/08	Research Methods (not offered from 2024-25 students who have not yet taken it can attend EM1706 Research Methods in Innovation and Marketing)	6		
			EM1317	IUS/07	New Technologies and Labour Rights	6		
a.y. 2024-25	2	1	EM1703	SECS-S/03	Data Analysis and Data Visualization (in the 2024-25 a.y. it will be in the 2nd period)	6	60	
			EM1705	SECS-P/08	Integrated Marketing Communication - Physical and Digital Touchpoints 1° section (6CFU/12)	6		
		2	EM1705	SECS-P/08	Integrated Marketing Communication - Physical and Digital Touchpoints 2° section (6CFU/12)	6		60
			1-2-3-4		1 courses among the following A:	6		
					Elective **	12		60
					Cluster formative activities, choose between Track A or B	9		
					Track A			
			EM0106		Tirocinio 6CFU			
			EMM000		Microcredenziali 3CFU			
					Track B			
		EM0109		Tirocinio 9CFU				
		EM0024		Final Exam: Thesis	15			
							120	

Term	Exam-code	Field code	1 courses among the following A:	6
2	EM1704	INF/01	Data Science and Business Intelligence	6
3	EM4053	SECS-P/07	Business Model Innovation	
4	EM7027	M-FIL/05	Pragmatics and philosophy of Language	
1	EM6063	SECS-P/07	Global sourcing and digital human cloud	
2	EM7034	SECS-P/10	Individual and group behaviours for innovation	
4	EM1306	AGR/01	Food Business Management and Marketing	

**\*\* 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 within clusters A not previously chosen by the student
- courses activated in the master's degree programs of the economic area as long as they are not equivalent to those of a student's own study plan. The inclusion of non-economic courses in the study plan must be properly motivated and is subject to evaluation by the Academic Board. See the indicated application procedure <https://www.unive.it/pag/32155/>

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 **courses within cluster A** and **elective courses** may overlap with each other. The only exam session with no overlapping is the 1°st 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 2024-25 CALENDAR



## Economics Area

### Academic 2024-25 calendar

		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
		26-Aug-24	07-Sep-24		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	
1° semester	1° term	09-Sep-24	12-Oct-24	LESSONS 1ST Term (5 Weeks)		Oct-14 / Nov-2-2024 Autumn graduation session Master's Degrees
		14-Oct-24	19-Oct-24	LESSONS 1ST Term (Rescheduled lessons)		
		21-Oct-24	26-Oct-24	EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)		
	2° term	28-Oct-24	07-Dec-24	LESSONS 2nd Term (5 weeks)		
		09-Dec-24	14-Dec-24	LESSONS 2nd Term (Rescheduled lessons)		
		16-Dec-24	21-Dec-24	EXAMS - 6 ECTS/CFU courses 2nd term		
	23-Dec-24	04-Jan-25	Christmas Holiday			
	06-Jan-25	01-Feb-25	EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year			
2° semester	3° term	03-Feb-25	08-Mar-25	LESSONS 3rd Term (5 weeks)		March, 3 - March, 29 2025 special graduation session Master's Degrees
		10-Mar-25	15-Mar-25	LESSONS 3rd Term (Rescheduled lessons)		
		17-Mar-25	22-Mar-25	EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)		
	4° term	24-Mar-25	03-May-25	LESSONS 4th Term (5 Weeks+1)		
		05-May-25	10-May-25	LESSONS 4th Term (Rescheduled lessons)		
		12-May-25	17-May-25	EXAMS - 6 ECTS/CFU courses 4th term		
	19-May-25	24-May-25	Break			
	26-May-25	21-Jun-25	EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses			
	23-Jun-25	19-Jul-25	MINOR Courses (5 Weeks)		July, 7-19 2025 Summer graduation session Master's Degrees	
	21-Jul-25	26-Jul-25	EXAMS Minor courses			
	28-Jul-25	23-Aug-25	Summer Holiday			
	25 August 2025		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses			

## EXAM SESSIONS

### 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°

versione 1 - 2023-24

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		EM1702	SECS-P/08	Consumer Behaviour e Brand Management 1° section (6CFU/12)	6			
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	4	EM1317	IUS/07	New Technologies and Labour Rights	6			
	a.y. 2024-25	1	EM1703	SECS-S/03	Data Analysis and Data Visualization (si attiva nel 2024/2025)		6	60
			EM1705	SECS-P/08	Integrated Marketing Communication - Physical and Digital Touchpoints 1° section (6CFU/12)		6	
		2	EM1705	SECS-P/08	Integrated Marketing Communication - Physical and Digital Touchpoints 2° section (6CFU/12)		6	
1-2-3-4				<b>1 courses among the following A:</b>	6			
				Elective **	12			
				<b>Cluster formative activities, choose between Track A or B</b>	9			
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EM0024			Final Exam: Thesis	15				
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Economics Area

Academic 2023-24 calendar						
	from	to Saturday	LESSONS	EXAMS	GRADUATION	
1° semester	28-Aug-23	9-Sep-23		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses		
	11-Sep-23	14-Oct-23	LESSONS 1ST Term (5 Weeks)		Oct-16 / Nov-4-2023 Autumn graduation session Master's Degrees	
	16-Oct-23	21-Oct-23	LESSONS 1ST Term (Rescheduled lessons)			
	23-Oct-23	28-Oct-23		EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)		
	2° term	30-Oct-23	9-Dec-23	LESSONS 2nd Term (5 weeks)		
		11-Dec-23	16-Dec-23	LESSONS 2nd Term (Rescheduled lessons)		
		18-Dec-23	23-Dec-23		EXAMS - 6 ECTS/CFU courses 2nd term	
		25-Dec-23	6-Jan-24	Christmas Holiday		
		8-Jan-24	3-Feb-24		EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year	
	2° semester	5-Feb-24	9-Mar-24	LESSONS 3rd Term (5 weeks)		March, 4 - March, 30 2024 special graduation session Master's Degrees
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18-Mar-24		23-Mar-24		EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)		
4° term		25-Mar-24	4-May-24	LESSONS 4th Term (5 Weeks+1)		
		6-May-24	11-May-24	LESSONS 4rd Term (Rescheduled lessons)		
		13-May-24	18-May-24		EXAMS - 6 ECTS/CFU courses 4th term	
		20-May-24	25-May-24	Break		
		27-May-24	22-Jun-24		EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses	
	24-Jun-24	20-Jul-24	MINOR Courses (5 Weeks)		8-20 July 2024 Summer graduation session Master's Degrees	
	22-Jul-24	27-Jul-24		EXAMS Minor courses		
	29-Jul-24	24-Aug-24	Summer Holiday			
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