

Teaching plan - PhD programme in Business for Society

38°Cycle a.y. 2022/2023

Course	SSD	hrs	credits	Educational form*	Type of activity**	Mandatory/Chosen activity	prova	Semester	
Mathematics & Statistics (crash course)	SECS-S01 SECS-S06	32	4	lecture	cross-curricular	mandatory	yes	I sem	
Quantitative and qualitative data analysis	SECS-S03	32	4	lecture	cross-curricular	mandatory	yes	I sem	
Modern Econometrics for management studies	SECS-P01 SECS-S03	48	6	lecture	cross-curricular	mandatory	yes	II sem	
Economic trends and management perspectives	SECS-P02 SECS-S03	48	6	lecture	cross-curricular	mandatory	yes	I sem	
Strategic Management	SECS-P07	48	6	lecture	cross-curricular	mandatory	yes	I sem	
Organizational behaviour	SECS-P08	48	6	lecture	cross-curricular	mandatory	yes	II sem	
Models of value creation: intermediaries, corporate finance and management accounting	SECS-P11 SECS-P07	32	4	lecture	cross-curricular	mandatory	yes	II sem	
Technology and Innovation management	SECS-P08	32	4	lecture	cross-curricular	mandatory	yes	II sem	
Governance, corporate social responsibility and social innovation	IUS-04 SECS-P07	48	6	lecture	cross-curricular	mandatory	yes	II sem	
Project management at work	SECS-P07	12	1	laboratory training	cross-curricular	mandatory	no		
Design thinking and innovation planning	SECS-P07	12	1	laboratory training	cross-curricular	mandatory	no		
Team building in multidisciplinary and international environment		12	1	laboratory training	cross-curricular	mandatory	no		
Communication skills (How to communicate effectively in the era of social media)		8	1	laboratory training	cross-curricular	mandatory	no		
How to publish in highly ranked scientific journals		8	1	laboratory training	cross-curricular	mandatory	no		
European institutions and multi-level Governance	IUS-07-IUS-05 - IUS-08	40	5	lecture	curricular	chosen activity	yes	I sem	I curriculum
Management of public institutions	SECS-P/07 IUS-	40	5	lecture	curricular	chosen activity	yes	I sem	
Impact/ Policy evaluation techniques	SECS-P/01	40	5	lecture	curricular	chosen activity	yes	I sem	
Marketing strategy and consumer behavior	SECS-P/08	40	5	lecture	curricular	chosen activity	yes	I sem	II curriculum
Management and service design	SECS-P/07	40	5	lecture	curricular	chosen activity	yes	I sem	
New Venture Management	SECS-P/07	40	5	lecture	curricular	chosen activity	yes	I sem	
Total hrs/credits		660	81						

Educational form*

lecture
laboratory training
seminar

Type of activity**

curricular
cross-curricular