



ADVANCED DEGREE IN INTERNATIONAL BUSINESS AND DEVELOPMENT

ACADEMIC YEAR 2011-2012



UNIVERSITÀ DEGLI
STUDI DI PARMA
Il mondo che ti aspetta

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INTRODUCTION

International Business and Development (IBD) enters its second year of life following the great success of its launching. IBD is the first degree course to be entirely taught and examined in English at the University of Parma. The University of Parma is actively seeking to raise its international profile in teaching and research and for several years has played a key role in projects with developing countries. IBD is an advanced degree, an innovation in the wide range of graduate courses offered by the Faculty of Economics, and is aimed at those aspiring to work at international level.

IBD offers diverse groups of students a unique opportunity. First of all, it is addressed to Italians who wish to improve their command of English in a professional context. All lectures and seminars are conducted through the medium of English, so that as well as learning about economics, students will profit from full immersion in the language. Scientific studies attest the value of Content and Language Integrated Learning, and IBD offers the chance to work towards an advanced qualification in economics and also acquire advanced language skills throughout the two-year course.

IBD is also aimed at non-Italian students who wish to study in Italy. For many of these students, their lack of Italian has been a barrier until now. But today some of the major Italian universities, like many others in the EU, are offering degree courses in English. We hope that IBD will attract as many applications as possible from overseas to Parma. Parma is an ideal destination for foreign students; famous for its art and history, the city also offers a high level of public services. It is small enough for the local people to be welcoming and friendly, but big enough to host important cultural events. The way of life is pleasant and there are many bars and cafés, piazzas and parks, as well as clubs and societies for leisure activities.

IBD will bring many benefits. All students, both Italian and foreign, will gain advantages in terms of employment. Today, knowledge of the international economy needs to be complemented by language skills for entry to many professions, and an advanced knowledge of English for business and economics will open up opportunities for young people in Italy and abroad.

But we also look forward to the wider benefits of hosting students from different parts of the world. Intercultural exchange, strong international relationships, and diversification of human capital are all outcomes of studying in different countries. Parma university today attracts more than half its intake from outside the Emilia Romagna Region, but the number of foreign students needs to increase. Our hope is that IBD can facilitate academic contacts overseas and give all our students more contact with the wider world. We hope that Parma university can become truly intercultural.

Prof. Guglielmo Wolleb
Course Leader

THE ITALIAN UNIVERSITY SYSTEM

Italian universities offer two levels of degree in the '3+2' system. The first level is the three-year degree and the second the two-year advanced degree, open to first-level graduates.

IBD as an advanced degree is open to first level graduates from Italian universities and to graduates of three-year degree courses at overseas universities.

Applications for IBD are assessed on the basis of credits using the ECTS (European Credit Transfer System) a standard for comparing the study attainment and performance of higher education students. Each subject and complementary activity bears a certain number of credits according to the workload required from the student and level of attainment. A first level degree corresponds to 180 credits, while IBD as a second level degree corresponds to 120 credits.

Opportunities for further study at Italian universities after the second-level degree include one year post-graduate diploma courses and a limited number of three-year Research Doctorates which are accessed through competitive examination.

PARMA AND ITS UNIVERSITY

Parma is an ideal city for university studies. It is of medium size (pop.170.000 260 Km²,) and combines a high level of academic life with a good standard of living. The city is pleasant and offers excellent amenities, including six large parks and excellent sports facilities. It abounds with theatres, cinemas, museums, art galleries and concert halls, and there is a well-organized and dynamic international library. Important art exhibitions and prestigious annual festivals are held for opera, theatre, dance, poetry and jazz, and there are smaller festivals celebrating human rights and African culture. As well as cultural events and recreational activities to suit all pockets and tastes, Parma is well-known all over the world for its food products, *parmigiano* cheese and *prosciutto* di Parma ham, as well as its justly famous local dishes.

Parma is home to EFSA, the European Food Safety Authority, and institutions such as the Stazione Sperimentale per l'Industria delle Conserve Alimentari and the River Po authorities. Important educational institutions are the Collegio Europeo di Parma, which provides academic training on European integration and community policies for graduate students and the Scuola per l'Europa for youngsters of compulsory school age.

The city is strategically situated in the centre of the Po valley, within easy reach of Bologna, Milan, and Florence, and only an hour from the Ligurian Riviera. The Po valley plain extends towards the north and the Apennine mountains can be seen from the city centre to the south.

The University of Parma is a state university. As such, it provides higher education to the public and is largely self-governing. It is deeply rooted in early times, as is documented in a decree dated 13 March 962, whereby Emperor Otto I conferred on the Bishop of Parma Uberto the right to "ordain and elect" attorneys who could then practice their profession anywhere in the Roman Empire. The document is kept in the Bishop's Archives in Parma. Over the centuries the university has prospered and developed, and today counts twelve faculties (Agriculture, Architecture, Economics, Engineering, Humanities, Law, Mathematics, Physics and Natural Science, Medicine and Surgery, Pharmacy, Political Science, Psychology and Veterinary Medicine). The university as a whole is of medium size, with 1.100 academic and 1.000 technical and administrative staff, and a total of about 30,000 students, of whom more than 5,000 graduate each year. It attracts a large number of students from all over Italy and Europe. More than two-thirds of students come from outside Parma and province, and it is the top university in Italy in capacity to attract students from outside its area.

Student facilities include a free e-mail service, dedicated services for disabled students and language courses at the University Language Centre (Settore Abilità Linguistiche). There are numerous opportunities for sport, run by the University Sports Centre (CUS – Centro Universitario Sportivo), with courses held in a host of structures - a swimming pool, athletics track, tennis courts, football pitches, golf course, basketball courts and rugby pitches, etc.

THE FACULTY OF ECONOMICS

The Faculty of Economics is located in Via J.F. Kennedy no. 6, a street very close to the city centre, opposite the beautiful public park, the Parco Ducale. Lecture halls and classrooms are situated in the faculty buildings, which also house the CSIBE (Library and Information Service) and the offices of academic and administrative staff. There are also several study areas, a snack bar, and a dedicated photocopy service.

The Faculty consists of eighty-four academic staff from various disciplines: economic sciences, finance, marketing, mathematics, law, business studies, agro-economics, statistics and computer studies. It offers four first-level degrees: Business Economics, Economics and Finance, Economics and Management, Economics and Marketing, four second level degrees: International Business and Development, Company administration and management, Finance and risk management, Trade marketing and strategies, and a wide range of postgraduate courses. Courses except for IBD are taught and examined in Italian.

The Faculty counted almost five thousand students in academic year 2009/2010, with over one thousand enrolled in the first year. More than half of the intake comes from outside the Emilia Romagna region. Recent surveys confirm that employment rates for faculty graduates are above national average.

The Faculty of Economics aims to give students the best opportunity to graduate on schedule with high level results. Courses are delivered by academic staff at the top of their field, and examinations can be taken either on immediate completion of each course, or alternatively on different dates in exam sessions during the year. Lessons are concentrated in just three days a week, 9 to 13 h in the morning and 14 to 18 h in the afternoon. There are no long waiting periods between sessions and students have four days a week for individual study. Study time can thus be spread evenly over the whole degree programme.

The Faculty has carried out surveys of student satisfaction for several years. At the end of each course, students are invited to give anonymous feedback on the quality of teaching and other services. Staff thus have the opportunity for continuous improvement and professional development.

All students of the Faculty of Economics of Parma have the opportunity to study at top-class overseas universities by taking part in LLP–Erasmus, the EC programme for inter-European collaboration in education. All EU member states and pre-accession states as well as Iceland, Liechtenstein and Norway are included. Grants and scholarships are available for overseas study through LLP-Erasmus and the Leonardo scheme.

The Faculty of Economics offers several postgraduate courses following the second level degree. These include:

Two Masters degree courses

- MSc in INTERNATIONAL BUSINESS, in collaboration with the University of Dundee UK (Course taught in English.)
- SPORTS EVENTS AND ORGANISATION, in collaboration with the Department of Economics and Technology of the Università degli Studi della Repubblica di San Marino (Course taught in Italian)

Research doctorates (PhDs)

The Faculty of Economics in Parma offers a Doctorate in Economics, a three-year academic qualification in research, which provides talented students with the skills for an academic career. A doctorate at Parma focuses on disciplines such as marketing, business economics, finance, economic science, agri-food economics or quantitative methods, and further research areas are offered in collaboration with other Italian universities.

Professional courses

The Faculty of Economics offers vocational courses for recent graduates and those employed in the professions. Courses are held in collaboration or to meet requirements of local bodies such as

the Register of Graduate Accountants and other professional associations. Classes are often held in the evenings or at weekends for the convenience of professionals. All professional courses are currently taught in Italian.

INTERNATIONAL BUSINESS AND DEVELOPMENT ADVANCED DEGREE COURSE

International Business and Development (IBD) is a second level degree in economics and business, taught and examined in English, offered by the Faculty Economics of Parma University. It is a two year course and on successful completion graduates are awarded the “laurea magistrale” or advanced degree certificate.

Globalization today is a wonderful opportunity for young people, but working on the international stage and taking part in trade and exchange all over the world requires a solid background and advanced skills in various aspects of the global economy. At the same time, it requires an advanced knowledge of the English language. For this reason, this programme has been designed to meet the need for top-level language skills and is taught and examined entirely in English. The language of instruction complements the content of the course.

IBD is designed for candidates from different academic backgrounds and aims to provide a thorough grounding in international economics and global development. Graduates will be trained to work in companies operating on international markets, import/ export and fair trade, in multinational corporations, NGOs working in cooperation and development, European and supranational organizations and national and regional institutions operating internationally.

The first year of the course gives an overview of the field of studies providing the foundations of international statistics, international law, international finance, international marketing, international accounting and history of globalization.

The second year focuses on industrial clusters, cooperation between firms, European Union policies and projects and sustainable economics, with a focus on the environment.

On completion, students will have a knowledge of:

- international markets, activities and management of multinational corporations and companies operating at international level;
- international marketing;
- instruments of financial intermediation, international transactions, development finance and microcredit;
- skills for the application of European and supra-national legislation and policy, and critical analysis of its implications;
- comprehension and forecasting of international economic scenarios and repercussions on individual countries.

The degree programme covers many different subjects and develops a wide range of transferable skills, providing entry to a range of rewarding careers. It is particularly aimed at those aspiring to hold posts of responsibility in companies operating on international markets, in MNCs, NGOs working in cooperation and development, in European and supra-national institutions and organizations and in national and regional institutions working in EU policy. It also educates students for consultancy on development and international economic issues as well as management of firms and NGOs operating globally.

IBD COURSES, CREDITS AND YEAR OF STUDY

COURSE	MODULE	CREDITS	YEAR
Economic statistics		9	1
International financial institutions and markets		9	1
International markets and organizations law		8	1
Cooperation and competition among firms		9	1
International accounting and governance		9	1
International marketing		9	1
Growth and history of global economy	Economic growth	9	1
	History of globalization		
Development economics and International cooperation		9	2
EU policies and projects		9	2
Economics of industrial districts		9	2
Environmental economics		6	2
Student's choice <i>One course chosen out of:</i>		8	
- <i>European economy</i>			
- <i>Managerial economics</i>			
- <i>Urban and local policies</i>			
Communication skills		3	
Final dissertation		14	
Total		120	

The Final examination consists of a written dissertation, theoretical or empirical, focussing on a subject consistent with the degree course.

For academic advice on IBD, please contact:

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 Course leader
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For administrative queries on admissions and recruitment on IBD, please contact:

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ENTRANCE REQUIREMENTS AND DEADLINES ACADEMIC YEAR 2011/2012

Italian students

- a) First-level graduates in one of the Classes (disciplinary areas) listed below are admitted to IBD with no further requirement.

CLASS (Ex 270/04)	CLASS (Ex 509/99)	DEGREE
L-1	13	Cultural heritage
L-5	29	Philosophy
L-6	30	Geography
L-10	5	Arts and humanities
L-11	11	Modern languages and cultures
L-14	2	Legal Services
L-15	39	Tourism
L-16	19	Business science
L-18	17	Economic and management sciences
L-20	14	Communication sciences
L-21	7	Local, urban, landscape and environmental planning
L-33	28	Economic sciences
L-36	15	Political sciences and international relations
L-37	35	Social sciences for cooperation and development
L-40	36	Sociology

The *Segreteria Studenti* Administration Office will verify the validity of the degree certificate submitted by the applicant.

First-level graduated applicants with a degree in Classes different from those listed above can submit their application to the *Segreteria Studenti* for approval by the Faculty Admissions Panel

- b) Applicants holding a degree certificate as specified in a) but with a mark below 95/110 are required to attend an interview. Interviews will be held in September and November. See the website for the exact dates and registration (http://economia.unipr.it/off_f/guida.asp?).

EU applicants (including Iceland, Liechtenstein, Norway, Repubblica di San Marino, Switzerland)

Non-EU students resident in Italy

Italian citizens holding an overseas degree certificate

EU citizens, non-EU citizens holding a residence permit (*permesso di soggiorno*) who are legally resident in Italy and Italian citizens holding an overseas degree certificate must submit their application together with the following annexes:

1. Degree Certificate
2. List of modules / course examinations comprising the degree
3. Syllabus or programme of each module / course
4. Passport
5. Dichiarazione di Valore.

Issued exclusively by the Italian embassy/consulate of your home country, this document consists in an official declaration stating the validity of the overseas degree certificate and specifying course type, duration etc.

PLEASE NOTE:

For applicants who have graduated from an EU Higher Education Institution/University, documents listed at 2. and 3. above can be substituted by a Diploma Supplement.

ALL documents submitted must be original and, where necessary, must be supplied with a certified Italian translation. The translation of official documents must be certified by the Italian embassy or consulate of the home country or by a court or local official in Italy.

The syllabus or programme of each module or course can be submitted in English.

Non EU citizens

Applicants of non-EU citizenship who are not resident in Italy should submit a pre-enrolment application form to the Italian embassy or consulate in their country of residence specifying UNIVERSITY, ADVANCED DEGREE (Università di Parma - Laurea Magistrale in International Business and Development). Pre-enrolment applications **for the 2011/2012 academic year can be submitted from April 2011 onwards**. The deadline for submission is fixed by the Italian embassy or consulate in each country. See these websites for details and updated information: www.miur.it and www.esteri.it.

The following documents must be submitted with the pre-enrolment application form:

1. Degree certificate
2. List of module / course examinations comprising the degree
3. Syllabus or programme of each module / course
4. Passport
5. Two passport photos

ALL documents submitted must be original, and, where necessary, must be supplied with an Italian translation. The translation of official documents must be certified by the Italian embassy or consulate of the home country or by a court or official. (The syllabus or programme of each module or course may be submitted in English). The embassy or consulate must issue a ***Dichiarazione di Valore (Declaration of Value)*** This is a declaration of the value in the home country of an overseas degree certificate; specifying course type and duration etc., it is issued for the purposes of possible recognition of the qualification in Italy solely by an Italian embassy or consulate overseas.

As IBD is taught in English, the Italian Language Test normally compulsory for admission to Italian Universities is not required for IBD applicants.

The embassy or consulate forwards applications for assessment by the Faculty Admissions Panel at the University of Parma. For successful applications, a letter of acceptance is sent to the Italian embassy or consulate in the applicant's home country, which then issues a **visa for study purposes**.

On arrival in Italy, students must register at the Student Registry Office (*Segreteria Studenti*) at the Faculty of Economics, University of Parma, and must apply for a **residence permit** at an authorized Italian postal office within 8 days.


HOW AND WHEN TO ENROL

Completed enrolment forms can be submitted to the Student Registry Office (*Segreteria Studenti*) of the Faculty of Economics from **July 2011 to December 2011** (please check the website of the University for the exact dates).

Applications can be made either in person to the Student Registry Office (*Segreteria Studenti*) or online (Italian and EU students only) at:

<http://www.unipr.it/www.php?info=Immatricolazioni&tipo=home>

For queries and assistance contact: segrstec@unipr.it



THE IBD COURSES

ECONOMIC STATISTICS

Course title	Economic Statistics
Course code	1003960
Type of course	B
Year of study	1
Semester	1
Number of credits	9
Name of lecturer	Giorgio Gozzi

OBJECTIVES OF THE COURSE: The course aims to supply the necessary instruments for rigorous analysis with spatial statistical data at national and especially international level. The availability of statistic sources and the construction of key indicators (ratios) from available data are two fundamental aspects in the realization of spatial socio-economic analyses. The course has the purpose of supplying the main concepts and the methodological instruments for interpretation and analysis of statistical data. Methodological aspects covered are: Purchasing Parities Power (PPA), Shift-Share analysis and simple and multiple regression analysis. An important aspect regards the use of Microsoft Excel and Gretl (GNU Regression, Econometrics and Time-series Library) in applying methodologies presented during lectures. Gretl is a user-friendly and reasonably powerful software package for doing econometrics. It is free and can be downloaded from <http://gretl.sourceforge.net> and installed on your personal computer. The Gretl website offers access to sample data sets from many of important econometrics textbooks.

PREREQUISITES Basic knowledge of general statistics and statistical inference

COURSE CONTENTS Italian and international sources of economic data.
The comparison of aggregates in time and space: volume indices, price indices and purchasing parities power (PPP).
Coefficients of Localization (or Dispersion), Coefficients of Specialization (or Diversification), Shift and Share Model of Regional Growth.
Study of the relationship between economic phenomena with use of simple and multiple regression models:
Simple Linear Regression Model: Specification and Estimation
Inference in the Simple Regression Model: Interval Estimation, Hypothesis Testing, and Prediction
The Simple Linear Regression Model: Reporting the Results and Choosing the Functional Form
The Multiple Regression Model and Diagnostic testing
Dummy (Binary) Variables
Models for Panel Data: Pooled Regression, Fixed Effects and Random Effects
Writing and Empirical Research Report, and Sources of Economic Data

RECOMMENDED READINGS: Selected chapters from:
L. C. ADKINS, Using Gretl for Principles of Econometrics, 3rd Ed.. Version 1.311, 2010 (<http://www.learneconometrics.com/gretl/ebook.pdf>)
C. Dougherty, Introduction to Econometrics, Oxford University Press (<http://econ.lse.ac.uk/courses/ec220/G/>)
E. Giovannini, Understanding Economic Statistics. An OECD perspective, OECD, 2008, Paris (<http://www.oecd.org/dataoecd/37/12/38451313.pdf>)
Further readings will be supplied during the course

TEACHING METHODS: Lectures and tutorials using Gretl

ASSESSMENT METHODS: Written final exam. Students have the option of taking an additional oral examination which can raise or lower the final mark.

INTERNATIONAL FINANCIAL INSTITUTIONS AND MARKETS

Course title	International financial institutions and markets
Course code	1003961
Type of course	B
Year of study	1
Semester	1
Number of credits	9
Name of lecturer	Lucia Poletti

OBJECTIVES OF THE COURSE The aim of the course is to introduce the functions of a financial system in channeling funds from surplus to deficit units. The first part of the course aims to answer the following questions: what is a financial system, who uses it, what does it do? The course then focuses on the international regulators and regulations on the financial system and the activities of financial intermediaries. Financial institutions come in many different forms and offer a variety of services: the course emphasizes the distinctive characteristics of financial intermediaries of different European countries (banks and non-banking financial institutions).

The second part of the course focuses on the role of microfinance in economic and social development. In developing countries the poor often do not access the mainstream financial system. Lack of funds due to financial exclusion prevents them from taking up opportunities offered by economic activities. Microfinance institutions provide financial services that allow people to save and invest in small businesses. Problems of sustainability and impact of microfinance institutions will be discussed, together with the opportunities and threats coming from the growth of the institutions and the internationalization process.

PREREQUISITES None

COURSE CONTENTS Role of the financial system.
The intermediation process of financial institutions.
Banks: characteristics and functions.
Non-banking financial intermediaries.
Financial systems: differences among European countries.
International regulation of financial markets.
Financial exclusion.
Role of microfinance in providing access to finance.
Microfinance institutions: organization, lending policies, financial performance, and sustainability.
Growth and vulnerabilities in microfinance.
Role of international capital markets in microfinance.
Impact of microfinance on social and economic development.

RECOMMENDED READINGS To be decided

TEACHING METHODS Lectures and case studies

ASSESSMENT METHODS Written final exam

INTERNATIONAL MARKETS AND ORGANIZATIONS LAW

Course title	International markets and organizations law
Course code	1003961
Type of course	B
Year of study	1
Semester	2
Number of credits	8
Name of lecturer	Subject to appointment

OBJECTIVES OF THE COURSE The course provides the basic skills of international trade law and focuses on the main covenants, international charters and standards on human rights in economics and business. The main aim of the course is to help students to increase their understanding of the legal aspects of international trade and business, in view of the importance of respect for human rights. The course introduces students to the various links between international trade and human rights, how the two interact, and the current debate on how to resolve the tensions between the two.

PREREQUISITES None

COURSE CONTENTS Part 1

Introduction

- The global economy
- Source of law in international trade (National – European – International - Treaty)
- Harmonisation of laws at international and regional level

The principal subjects

- States
- International Organizations
- NGOs
- MNCs

Contracts

- Legal aspects of international contract negotiation (drawing up contracts, pre-contractual agreements and confidentiality agreements, letters of intent, e-commerce)
- The main types of contracts of international trade
- Dispute resolution

Part 2

- The Universal Declaration of Human Rights
- Social rights: the European Social Charter
- The International Covenant on Civil and Political rights
- The International Covenant on Economic, Social and Cultural Rights
- Exploitation of children: child labour and sexual exploitation
- Trafficking of human beings
- The OECD Guidelines for MNCs
- Human rights and economic development
- Ethics and Economics

RECOMMENDED READINGS To be decided.

TEACHING METHODS The teaching approach is flexible with active training methods, case studies and interaction with resource persons, tutor and external specialists. Role play activities are used to promote participation and to assist students in acquiring useful skills.

ASSESSMENT METHODS Oral exam and a completion of a short paper on a case studied during the course.

COOPERATION AND COMPETITION AMONG FIRMS

Course title	Cooperation and competition among firms
Course code	1003963
Type of course	B
Year of study	1
Semester	2
Number of credits	9
Name of lecturer	Alessandro Arrighetti

OBJECTIVES OF THE COURSE	Cooperative and non-cooperative solutions are central issues in real life as well as in game theory; sometimes it is a basic trade off in exchanges between firms or among individuals. But how do firms and individuals chose between alternatives? When is collective action or individual action more efficient? Do regulation and coordination costs impact on the success of cooperation? Does cooperation between firms mean collusion? In recent years, a rich literature and a wide empirical experience have been accumulated on cooperation and competition among firms. The course presents a critical discussion of the essentials. Students will acquire basic knowledge of the main theories of cooperative strategy between firms and single agents and will be able to assess feasibility of individual or collective courses of action.
PREREQUISITES	A basic knowledge of economics
COURSE CONTENTS	Where is cooperation more efficient than competition? Which are the costs and benefits of cooperation? Do regulation and coordination costs influence cooperative results? Do social variables impact on the success of economic cooperation? What is the role of sanctioning mechanisms? Does innovation stem from competition or cooperation among firms?
RECOMMENDED READINGS	A reading list will be provided at the beginning of the course .
TEACHING METHODS	Lectures, students' presentations and practical tests.
ASSESSMENT METHODS	Written final exam.

INTERNATIONAL ACCOUNTING AND GOVERNANCE

Course title	International accounting
Course code	1001685
Type of course	B
Year of study	1
Semester	1
Number of credits	9
Name of lecturer	Pierluigi Marchini

OBJECTIVES OF THE COURSE The aim of the course is to provide students with the basic instruments to understand International Financial Reporting with reference to EU and IASB regulations. There will be a focus on the use of accounting information in the decision making process. In the light of the specificity and diversity of advanced accounting systems, the course equips students to understand the importance of internal and external controls on financial information, and supplies the skills necessary to use the main financial communication instruments, voluntary and compulsory, typical of multinational enterprises.

PREREQUISITES Basic knowledge of accounting

COURSE CONTENTS All aspects take the environmental and macroeconomic background of enterprises into account.

- Basic theoretical and practical elements of accounting science, the distinction between financial accounting and management accounting, with a focus on financial accounting.
- Drafting the financial statement in multinational enterprises
- Main implications of the financial communication process for financial markets at international level.

RECOMMENDED READINGS To be decided.

TEACHING METHODS Lectures, tutorials and seminars.

ASSESSMENT METHODS Written final exam.

INTERNATIONAL MARKETING

Course title	International branding and retailing
Course code	1003964
Type of course	B
Year of study	1
Semester	2
Number of credits	9
Name of lecturer	Cristina Ziliani

OBJECTIVE OF THE COURSE

Today's marketing, in an international perspective, is all about creating customer value and building profitable customer relationships. It starts with understanding consumers needs and wants, deciding which target markets the organisation can serve best ("strategic" marketing), and developing a compelling value proposition ("4Ps" marketing) by which the organisation can win, keep and increase targeted customers. The underpinning values are: sustainability of marketing and business practices, in that marketing has a role and responsibility in society; creating value for customers in order to be rewarded with value from customers in return, in a relationship framework; managing "return on marketing investments", an area that has escaped close investigation so far; harnessing new technologies; marketing in a socially responsible way around the world. Building on these premises, the "International Branding and Retailing" course consists of two parts as detailed below.

The course deals with defining aspects of marketing, environment analysis, social responsibility and business ethics, strategic planning, consumer and business markets characteristics. Particular attention is given to marketing research, segmentation and marketing strategy definition. The analysis focuses on understanding consumer decision processes and optimal research methods for gathering information to support the marketing decision process. The themes are discussed with constant reference to the business environment, through case studies and business player involvement.

A compelling value proposition is designed by dealing carefully and consistently with the following marketing-mix decisions:

- Product and branding strategy, and new product development.
- Pricing for new products, for product-mix and price-adjustment decisions.
- Designing an integrated marketing communication strategy, composed by:
 - o Direct, database, online and mobile communication and promotion.
 - o Personal selling and sales promotions
 - o Advertising
 - o Public Relations.

Attention will be paid to the development of a loyalty marketing strategy and CRM (customer relationship management) practices, based on the research tradition of the Marketing Group at the University of Parma, where an Observatory on Loyalty Marketing has operated since 1998. The course will focus on managing marketing channels, especially retail channels, in the global marketplace, which is another research strand pursued at Parma University.

PREREQUISITES

None

COURSE CONTENTS

Role of Marketing
Sustainable Marketing: Marketing Ethics and Social Responsibility
Strategic Marketing
The marketing environment
Consumer Markets
Business-to-business marketing
Marketing research
Segmentation and positioning
Competitive strategy
Relationship marketing
Product strategy

Pricing
Promotion
Personal selling
Public Relations
Advertising

RECOMMENDED READINGS Kotler P., Armstrong G., Wong V., Saunders J. (2008), Principles of Marketing/MyMarketingLab European Edition - 5th Ed., Financial Times/Prentice Hall: UK ISBN13: 9780273720645. ISBN10: 0273720643.

TEACHING METHODS Lectures, case study discussion, lectures by external specialists.

ASSESSMENT METHODS Written final exam.



GROWTH AND HISTORY OF GLOBAL ECONOMY

Course title	Growth and history of global economy
Course code	1003965
Type of course	C
Year of study	1
Semester	1
Number of credits	9

Part 1 – Economic Growth

COURSE CODE	1003966
NAME OF LECTURER	Francesco Daveri
OBJECTIVES OF THE COURSE	The neoclassical growth model is the necessary toolkit to understand the facts and the determinants of economic growth. As such, it is often considered too abstract to analyze real world issues. This course - a tour of methodologies and results of growth empirics – shows that this is not the case. It does so by providing the tools and the opportunity to think coherently and practically about such topics as: Why do growth rates differ across countries and over time? Is globalization good or bad for growth? Does “big Government” hinder growth? Is growth related to good institutions, or is institutional development a result of successful economic growth? The goal of this course is provide students with the analytical tools to answer and further investigate these important questions.
PREREQUISITES	None
COURSE CONTENTS	<p>The course – a guided tour of the methodology of growth empirics - is split into four main parts. These correspond to various chapters of the text book (David Weil, Economic Growth, Addison Wesley, 2007, 2nd ed.) as detailed below.</p> <p>Part One – Introduction</p> <ul style="list-style-type: none">- The facts to be explained (Ch.1)- <i>Rich and poor countries</i>- <i>Fast-growing and slow-growing countries</i>- A framework for analysis (Ch.2)- Sylvania and Freedonia- The production function once again- From income levels to growth rates <p>Part Two – Factor accumulation</p> <ul style="list-style-type: none">- Physical capital (Ch. 3.1, 3.2, 3.3 + Appendix)- Nature of capital- Using the production function to analyze the role of capital- The Solow model: steady state and transitional dynamics (Appendix)- Using the Solow model to understand income differences and relative growth rates- Population (Ch. 4.2)- Population growth in the Solow model- Human capital (Ch. 6.2, 6.3)- Human capital in the form of education- Human capital in the Solow model <p>Part Three – Productivity</p> <ul style="list-style-type: none">- Measuring productivity (Ch. 7)- Productivity in the production function- Differences in productivity levels across countries- Differences in productivity growth across countries- Efficiency (Ch.10.1)- Decomposing productivity into technology and efficiency

Part Four – Two more fundamental causes of growth: Globalization and Government

- Globalization (Ch. 11.1, 11.2, 11.3, 11.4)
- Autarky versus openness
- Openness and growth
- Openness and factor accumulation
- Openness and productivity
- Government (Ch. 12.1, 12.2)
- The proper role of Government
- How Governments affect growth

RECOMMENDED READINGS	David Weil, Economic Growth, Addison Wesley, 2007 (2nd ed.) The relevant chapters are detailed above, by class.
TEACHING METHODS	Lectures and tutorials.
ASSESSMENT METHODS	Written final exam.

Part 2 – History of globalization

COURSE CODE	1003967
NAME OF LECTURER	Giovanni Marcello Ceccarelli
OBJECTIVES OF THE COURSE	When and where did globalization begin? What factors explain the unprecedented growth that has taken place in the world economy since the 19th century? This part of the course is aimed at solving such crucial questions in a long term historical perspective (from the 16th century up to today) and from a global geographical angle (Europe, Americas, Asia and Africa). The student will acquire the skills to tackle critically the complex framework of the international economy, which existed in the past just as today, and to overcome the idea that the Western world is the only player in processes currently being played out on a global scale.
PREREQUISITES	A basic knowledge of economic history
COURSE CONTENTS	<ul style="list-style-type: none">- “Economy-worlds” before globalization (Europe, China, and India);- The integration of commodities and capital markets;- The impact of developments in transportation and communication;- The impact of developments in transportation and communication; the process of economic convergence;- The process of economic convergence- The dialectical interaction between market regulation and deregulation- Global and local crises
RECOMMENDED READINGS	Selected chapters from Globalization in historical perspective, ed. by M.D. Bordo, A.M. Taylor, and J.G. Williamson, National Bureau of Economic Research - The University of Chicago Press, Chicago-London, 2003. Further readings will be suggested during the course.
TEACHING METHODS	Lectures and practical tests.
ASSESSMENT METHODS	Written final exam.

DEVELOPMENT ECONOMICS AND INTERNATIONAL COOPERATION

Course title	Development Economics and international cooperation
Course code	1003972
Type of course	C
Year of study	2
Semester	1
Number of credits	9
Name of lecturer	Vincenzo Dall'Aglio

OBJECTIVES OF THE COURSE	This course explores some of the major topics in development economics, looking at both empirical and theoretical points of view. It begins by defining the concepts and measurement of development, then proceeds with a more detailed exploration of inequality, poverty, and population growth, pointing out their interconnections with economic development, and the possibility of uneven growth paths. To this end, in order to understand the structural transformation that accompanies the development process, rural-urban interaction and migration are explicitly introduced. Finally, it looks at the markets and institutions that influence the lives of people in developing countries, stressing the role of markets failures and their interrelations. Before concluding, it goes back to aggregate analysis, dealing with the role of initial conditions for development. The course focuses on history versus expectations, analyzing the role of complementarities and increasing returns.
PREREQUISITES	Very basic knowledge of economics, mathematics and statistics. More advanced analysis will be developed directly in classroom.
COURSE CONTENTS	<ul style="list-style-type: none">- Concepts and Measures of Development.- Inequality and Development.- Poverty and Development.- Population Growth and Development.- Rural-Urban Interaction and Migration.- Markets in Developing Countries: Land, Labor, Credit, and Insurance.- History, Expectations, and Development.
RECOMMENDED READINGS	A selection of chapters from Debraj Ray, Development Economics, 1998, Princeton University Press. Further readings will be provided during the course.
TEACHING METHODS	Lectures.
ASSESSMENT METHODS	Written final exam.

EUROPEAN UNION POLICIES AND PROJECTS

Course title:	European Union policies and projects
Course code	1003968
Type of course	B
Year of study	2
Semester	2
Number of credits	9
Name of lecturer	Guglielmo Wolleb

OBJECTIVES OF THE COURSE Cohesion policies have been implemented in the European Union since 1988 to reduce the huge economic and social disparities at regional level. These policies have acquired importance over time to become the most important item in the European Union budget. The aim of the course is twofold. The first aim is to illustrate the way in which these policies have been implemented, the projects realized, the results achieved, the problems left unsolved. This will be done through the analysis of the official EU, national and regional planning documents, the main assessments of the evaluation units and some “best practice” projects. The second aim of the course is to train students in the design of development projects at local level. Each student, under the supervision of the teacher, will be required to carry out an economic and social analysis of an identified area, to outline a local strategy of development for that area and to suggest few key projects to implement the strategy.

PREREQUISITES Basic knowledge of economics

COURSE CONTENTS

- Institutions and policies of the European Union
- Economic and social disequilibria in the European Union
- Cohesion policy of the European Union
- Local economic development policies
- Cycle of a local development policy
- Design of a local development project

RECOMMENDED READINGS To be decided

TEACHING METHODS Lectures, tutorials, case studies, study groups.

ASSESSMENT METHODS The final assessment will be based on a) a final written exam on the theoretical and institutional part of the course and on b) an outline of a local development project designed during the course and delivered and discussed in class. According to the number of students in the class, this work can be either individual or group work.

ECONOMICS OF INDUSTRIAL DISTRICTS

Course title:	Economics of industrial districts
Course code:	1003969
Type of course:	C
Year of study:	2
Semester:	2
Number of credits:	9
Name of lecturer	Fabio Sforzi

OBJECTIVES OF THE COURSE	Industrial districts (IDs) are probably one the most important socio-economic phenomena of recent decades. In an increasingly globalized world, the presence of IDs suggests that places matter. Much competitive advantage lies outside the firm – especially if the firm is small or medium-sized – or even outside its industry, and lies instead in the place where the community of people and the population of firms are interwoven, specializing in different stages of the same production process. The course provides students with the current state of the art knowledge about IDs and their role in international competition. Students are expected to gain knowledge of the ID concept to explain why it offers a new way of considering small and medium-sized enterprises (SMEs), to learn how the socio-economic changes take place in an ID and to understand the importance of the ID in promoting internationalization of SMEs. This will equip students to work in public and private institutions involved in designing and implementing district-based economic policies.
PREREQUISITES	Basic knowledge of economics
COURSE CONTENTS	<ul style="list-style-type: none">- The ID as a way of conceptualizing economic processes;- The ID as a model of production;- The ID in practice: The experiences of IDs in Italy and other industrialized countries;- The experiences of IDs in emerging and developing countries;- The internationalization of IDs.
RECOMMENDED READINGS	<p><i>Industrial Districts. A new Approach to Industrial Change</i>, G. Becattini. Cheltenham, UK: Edward Elgar, 2004 (Selected chapters).</p> <p><i>A Handbook of Industrial Districts</i>, ed. G. Becattini, M. Bellandi, and L. De Propris. Cheltenham, UK: Edward Elgar, 2009 (Selected chapters).</p> <p>Students should be aware that during the course further papers may be added to the reading list.</p>
TEACHING METHODS	Lectures, workshops and seminars.
ASSESSMENT METHODS	Written exam. Assessment is by way of a written submission. Each student is required to submit a critical essay of approximately 3,000 words. The reference list must include selected chapters of the textbook and a paper on a linked topic, typically relating to a case study. The title and works to be consulted will be agreed between teacher and student.

ENVIRONMENTAL ECONOMICS

Course title	Environmental economics
Course code	1003982
Type of course	B
Year of study	2
Semester	1
Number of credits	6
Name of lecturer	Paolo Fabbri

OBJECTIVES OF THE COURSE Environmental economics regards the study of the connections and interactions between economics and the environment. At the core of environmental economics is the recognition that markets often do not provide the right amount of environmental protection, and that some intervention by government, typically through regulation, tax policy, or the establishment of property rights, is frequently needed to strike the right balance between conflicting societal needs. In a world where economic activity stresses the environment and (over)exploits all kinds of environmental resources, it is increasingly important to use economic tools in developing environmental approaches and policies. There is now general consensus that economic instruments offer great potential for governments to improve environmental performance in a cost-effective manner. This potential could be fully exploited by the integration of environmental, economic and social concerns in policy making. This is particularly urgent for the reduction of greenhouse gas emissions, where policies capable of meeting objectives (at the least cost) are becoming increasingly urgent for most countries as the target date of the Kyoto Protocol approaches. The integration of socio-enviro-economic factors is also vital to ensure we fully understand the trade-offs relating to our decision making. Using these tools, environmental economists are able to conceptualize economic problems related to environmental issues, then apply appropriate quantitative and qualitative techniques to design and implement appropriate research methods.

PREREQUISITES Basic knowledge of economics.

COURSE CONTENTS

- Environment and Economics System: Two Parts as a Whole.
- Natural resources: Classification and Exploitation.
- Economic Analysis of Renewable and Non-renewable Resources.
- Economic Incentives for Environmental Protection.
- Global Pollutants and Global Challenges.

RECOMMENDED READINGS To be decided

TEACHING METHODS Lectures and Case Study Analysis.

ASSESSMENT METHODS Written final exam.

EUROPEAN ECONOMY

Course title European Economy
Number of credits: 8
Name of lecturer Giovanni Graziani

OBJECTIVES OF THE COURSE The course provides the theoretical and empirical tools to understand the European context within which Italy and Italian firms have to operate and the main policies of the European Union. It makes a detailed analysis of the European Union in the world economy and its main stages of integration from a microeconomic and from a macroeconomic point of view. Aspects of both the real economy (foreign direct investment, trade flows, customs union, single market, trade policy, fiscal policy, enlargement policy) and the monetary economy (monetary union, the euro, the European Central Bank, monetary policy) will be taken into account. The aim is to allow the students to understand the basic economic structure of the EU and its most important policies.

PREREQUISITES Basic knowledge of economics.

COURSE CONTENTS Europe in the world economy. Comparative statistical analysis of data relating to GDP, employment, trade flows, FDI, multinationals
The theory of economic integration and the main stages of EU integration
The EU Customs Union
External tariffs and EU trade policy
EU multilateral trade policy and the Doha Round
EU bilateral trade policy
EU enlargement policies
The Single Market
The EU budget
Regional dispersion and employment outlook in the EU
The history of the Economic and Monetary Union
The theory of Optimum Currency Areas
The costs and benefits of a common currency
A comparison of the costs and benefits of a common currency for the EU
The introduction of the euro and its impact
The European Central bank
ECB monetary policy
The Maastricht convergence criteria
Fiscal policies and the Stability and Growth Pact
Exit strategies from the crisis and the debt problem in Europe

RECOMMENDED READINGS Baldwin, R., Wyplosz, C., The Economics of European Integration, McGraw-Hill, 2006
De Grauwe, P., Economics of Monetary Union, Oxford University Press, 8th ed., 2009
Senior Nello, S., The European Union, McGraw-Hill, 2nd ed., 2009
Further reading will be provided during the course.
Specific webpages of international organizations (European Union, WTO, OECD, UNCTAD, World Bank, IMF)
News from: The Economist, Financial Times

TEACHING METHODS Slides will be provided on the website before each class. Students will be encouraged to participate actively, including by making reference to current events. A summary of the topic and a thorough discussion will accompany the development of each lesson.

ASSESSMENT METHODS Written final exam. The exam will be based on the lectures given during the course.

MANAGERIAL ECONOMICS

Course title: Managerial Economics
Number of credits: 8
Name of lecturer Augusto Schianchi

OBJECTIVES OF THE COURSE After completing this course students should be able to discuss issues in real-world business and economic applications such as information, strategies, competition, markets, bargaining and contracts, from the point of view of Game Theory
This course should develop the student's ability to analyze, elaborate and solve basic economic and business trade-offs by exploiting the powerful tools of Games Theory
In communication skills (personal and academic) the student should be able, on completion of the course, to evaluate usefulness and limitations of Game Theory language in explaining basic business and economic problems.
Practical and subject-specific skills . After completing this course students should be able to apply Game Theory to basic strategic issues within the firm, concerning choices with imperfect information, market behavior of the firm, bargaining situations and contracts.
Students successfully completing the course should be able to achieve the following learning objectives:

- Place the firm in a Game context and evaluate the different perspectives
- Solve the strategic decision choice of the firm in an incomplete information situation
- Solve the same problem in different condition of markets, such as perfect competition and monopoly
- Solve the same problem in dynamic conditions
- Solve choice problems in bargaining and contracts.

PREREQUISITES Basic knowledge of microeconomics.

COURSE CONTENTS Introduction to Game Theory
Non-cooperative Games with Complete Information
Focal Point and Evolutionary Equilibria
Infinitely/Finely Repeated Static Games with Incomplete Information
Mixing Pure Strategies
Static Games with Continuous Strategies
Imperfect Competition/ Perfect Competition and Monopoly
Strategic trade Policy
Dynamic games
Bargaining
Pure Strategies with Uncertain Payoffs
Contracts

RECOMMENDED READINGS (Textbook and materials)
Thomas J. Webster *Introduction to Game Theory in Business and Economics*, 1st Ed., M.E. Sharpe, Armonk, New York; London, England, 2009, ISBN: 978-0-7656-2237-2.
PowerPoint Slides (downloadable from textbook website).

TEACHING METHODS Lectures, tutorials for problem solving, discussion.

ASSESSMENT METHODS Written final exam.

URBAN AND LOCAL POLICIES

Course title Urban and local policies
Number of credits 8
Name of lecturer Franca Miani

OBJECTIVES OF THE COURSE Predicting and planning the future of collective interests and urban life is today extremely complicated. Deep transformation is underway in both developing countries where rapid urban growth is expected and areas like Europe where urbanisation is consolidated. Everywhere new theory and technological innovation is attempting to identify successful strategies. The problem is not to determine whether urban growth will occur, but to identify the desired type of growth.

Recent urban developments have complicated the problems in governing cities. Public authorities are faced with new requirements for interventions, concerning complex issues such as local development, social development and integration, the renewal of deteriorated urban areas, and housing policies.

The aim of the course is first to provide students with the skills that will enable them to understand and manage the complexity of the social and economic development of the urban and local area. Second it will provide a theoretical approach to models of public intervention for contemporary urban development and offer examples.

Students will take part in the discussion of case studies.

PREREQUISITES None.

COURSE CONTENTS From the crisis of cities to their relaunch. Culture and events in the process of urban transformation.
New policy and strategy for urban development.
Sustainable development.
Practical examples and case histories, both national and international

RECOMMENDED READINGS To be decided

TEACHING METHODS Lectures and case studies.

ASSESSMENT METHODS Written final exam.

ENGLISH STUDY SKILLS COURSE

This pre-sessional course is aimed at students whose first language is not English and offers tuition in English for Academic Purposes. It aims at helping students develop and practise their study skills in English through a learn-by-doing approach. Students will be actively involved in carrying out tasks associated with academic assignments, such as listening and taking notes, writing a paper from notes, skimming and scanning, reading and writing a summary, making a presentation, verbalising data, commenting on graphs, etc. IBD students are strongly advised to follow this course even if they have not completed their enrolment.

Study Skills in English: 5th - 17th September 2011

at the University Language Centre (*Settore Abilità Linguistiche*)
Viale G.P. Usberti, 45/a (Campus), 43124 Parma - Italy

Phone: +39.0521.905578

Fax 0039.0521.905580

E-mail: c.ling@unipr.it

<http://www.cla.uniprlit>

AGREEMENT WITH DUNDEE UNIVERSITY UK

Students on second level degree courses at Parma Faculty of Economics who successfully complete the one-year MSc course in International Business at Dundee University are awarded credits which can be used towards their own degree course. Candidates are selected during the spring, and the Dundee course runs from the autumn.

CENTRO UNIVERSITARIO PER LA COOPERAZIONE INTERNAZIONALE (University Centre for International Cooperation)

The Parma University Centre for International Cooperation (CUCI) aims to promote human, social and economic development in full respect of human rights, in the South of the world. The centre facilitates organisational effectiveness by identifying, enhancing and coordinating technical and financial resources which Parma University can use for the promotion of development. It collaborates with external institutions and carries out interdisciplinary research projects and intervention in developing countries. It is currently involved in projects in Sierra Leone, Ivory Coast, Ecuador, Zambia and Sri Lanka. Anyone interested in taking part is invited to contact the centre.

<http://www.cooperazione.unipr.it/>

THE IBD TEAM: ACADEMICS AND ASSISTANTS

Alessandro Arrighetti	Industrial Economics	alessandro.arrighetti@unipr.it
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Giorgio Gozzi	Statistics	giorgio.gozzi@unipr.it
Giovanni Marcello Ceccarelli	Economic History	giovanni.ceccarelli@unipr.it
Giovanni Graziani	International Economics	giovanni.graziani@unipr.it
Guglielmo Wolleb	Development Economics	guglielmo.wolleb@unipr.it
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Lois Clegg	English Language	katharinelois.clegg@unipr.it

SERVICES FOR STUDENTS AND GRADUATES

The Student Front Office

This is a frontline source of information for students which complements the various notice boards, guidebooks and the website. Here you find information about timetables and staff office hours, bureaucratic procedures and deadlines and how to access learning materials.

CSIBE – Library and Information Service

The Library and Information Service (CSIBE) of the Faculty of Economics runs services for teaching and research according to the principles of Quality Management. The CSIBE library holds computer accessible documentation on social sciences. The book collection is a significant resource for the university and the local community and features mainly business, economics, law, social history, statistics and mathematics. It comprises over 120 000 volumes and 10 000 journals, largely in English, as well as numerous databases. Most books are stored on the shelves, under Dewey classification by subject, and can be freely consulted. The CSIBE can obtain volumes and photocopies of papers from Italian and overseas libraries on request.

The CSIBE premises are situated between the Faculty of Economics buildings and comprise six reading rooms, a lecture room, a seminar room as well as a multi-media room in the basement of the main building. The lecture room has thirty fully equipped places and video-projector, and is mainly used for postgraduate teaching. CSIBE computers have SPSS, EVIEWS and MATLAB and other packages for access to online databases.

Students' own laptop computers can be used in the reading rooms, and several points can be used for internet access. The multi-media room has 42 online workstations and a total of 109 computers are online.

There is a high-speed centralized printing system and scanning services are also available.

Student accounts (with password) allow access to the digital library from home.

Wi-Fi access is available all over the Faculty.

Entrance is by security ID card issued by the Information Office at the entrance. (Passport photograph required).

Exam registration via the Internet

The webpage "Iscrizione agli Esami via Internet" on the university site allows quick and simple online enrolment for exams. Usernames and passwords are those supplied for Appost@perte.

Appost@ per te (Individual student e-mail)

The "Appost@ per te" e-mail service is run by the University of Parma for use by students free of charge. Each student enrolled at the university is supplied with an e-mail address, usually structured: firstname.surname@studenti.unipr.it. (Provision is made for students having the same name.) Each mailbox has a 10-MB capacity. The service can be used by students to ask administrative and academic questions, and the university uses the service to contact students.

Website: <https://posta.studenti.unipr.it/horde/>

E-mail: appostaperte@unipr.it

Work experience

The University service "*Tirocini di orientamento e formazione*" offers careers guidance and training for the world of work through experience opportunities in partner companies. Students and graduates can thus gain valuable practical experience of organization and innovation in business. At the same time, companies get to know potential recruits.

Careers service

The Faculty of Economics runs a dedicated website (<http://economia.unipr.it/plaurea>) for graduates where CVs and other information can be updated online for access by firms recruiting for qualified personnel. An online notice board displays job and training opportunities received by the Faculty. Firms can also advertise vacancies directly.

Junior Enterprise association

Based in the faculty, Junior Enterprise Parma is an association of economics students which provides a link between the university and local and national firms. It collaborates on market research, organisation of events and conferences and feasibility studies. It also carries out marketing, personnel selection and human resource management as team activities.

Sports facilities

The CUS (*Centro Universitario Sportivo* – University Sports Centre) is located on the university campus on the outskirts of town and manages the sports facilities, amateur and competitive sports activities, and provides sports services to the university.

It runs training for sports including horse-riding, aerobics, gymnastics, golf, swimming, volleyball, basketball, pre-skiing exercises, body building, tennis, martial arts, modern and Latin American dancing, athletics, fencing, archery, rugby, table tennis, and triathlon. It also organizes annual tournaments reserved for students - five-a-side football, volleyball, basketball, tennis, seven-a-side rugby, fencing, golf, beach volleyball, athletics, and table tennis.

The University of Parma CUS organizes social events as well as its own amateur and competitive sports events, and takes part in National University Championships. Many activities, open to non-university participants, are organized for the disabled.

C.U.S. Centro Universitario Sportivo (University Sports Centre)
Viale G. Usberti, 95
43124 Parma
Tel. +39 0521 905532, fax +39 0521 905530
e-mail: segreteria@cusparma.it

ACCOMODATION AND COST OF LIVING

The University of Parma provides two main accommodation services: ERGO and “Sportello Università Casa” (University Accommodation Office).

ER-GO runs several apartments and halls of residence in different areas of the city. Applications can be made annually. Foreign students have equal opportunities in applying. Non-EU students from particularly disadvantaged countries, if eligible for enrolment, are required to present documents from the Italian embassy or consulate in their country of residence certifying that the student does not come from a high-income family.

“Sportello Università Casa” (University Accommodation Office) matches student requirements with private accommodation available for rent .

ER-GO

Vicolo Grossardi, 4 - 43125 Parma
Tel: +39 0521 2139
Fax: +30 0521 213620
Website : <http://www.er-go.it/>

Sportello Università Casa

Piazzale Barezzi, 3 - 43100 Parma
Tel. +39 0521 034031, Fax +39 0521 236456

Email: infoaffitti@fondazionefalciola.it

The following hostels offer inexpensive short term accommodation for students who may wish to spend a few days in the city searching for longer term accommodation:

Ostello Foresteria Cooperativa Edison (Edison Cooperative Hostel)

Largo 8 Marzo 43100 – Parma

Tel.: +39.0521.924368

Fax: +39.0521.925669

E-mail: edison@provincia.parma.it

Ostello per la Gioventù (Youth Hostel)

(Open all year round)

Via San Leonardo, 86 43100 – Parma

Tel: +39.0521.191 7547

Fax: +39.0521.191 7548

Website: <http://www.ostelloparma.it>

E-mail: info@ostelloparma.it

There are also two female boarding houses run by religious orders:

Convitto Santa Rosa, Via Pellizzari, 5- 43100 Parma

Convitto Rosa Orzi, B.go Valorio, 6 - 43100 Parma

Boarding houses *collegi, convitti e pensionati* are listed in the yellow pages

<http://www.paginegialle.it/>

Advertisements seeking and offering accommodation are displayed at Informagiovani, the city youth information office, Via Melloni 1/b.

<http://www.informagiovani.comune.parma.it/>

The Provincia di Parma runs the project "One roof, two generations" whereby young people lodge with elderly people in the city.

Phone: +39 0521 931599 782

E-mail: polabitative@provincia.parma.it

The standard of living in Parma is similar to that of most cities in Northern Italy. The prices listed below are indicative (2011).

Average rent for studio apartment: € 400-550

Average rent for two-roomed apartment: € 600-800

Average rent for a single room in private apartment: € 250-350

Average rent for a double room in private apartment: € 180-250

Single room in a Youth Hostel: € 20 - 40

City bus ticket: € 1.20

Carnet of 6 one-hour tickets: € 6

Monthly adult bus-pass: € 28.50

Three-month bus-pass for students: € 63

One week supermarket shopping: approx. € 50

Pizza + beverage + coffee/dessert: approx. € 15

Meal in a trattoria (typical Italian restaurant): from € 25-30

Breakfast in a café (cappuccino and croissant): approx. € 2.50

Meal at the university cafeteria: € 4 - 5.80 (full lunch)

Lunch in a café (sandwich and beverage): approx. € 6

Disco-pub: approx. € 10

Cinema (new releases): € 7,50 with Student Card € 4 (Monday to Friday)

FACULTY OF ECONOMICS CALENDAR - ACADEMIC YEAR 2011/2012

FIRST SEMESTER

Monday 5 – Saturday 17 Sept. 2011

English study skills course (Settore Abilità Linguistiche)

12 Sept. 2011	14 Dec. 2011	Lectures (13 weeks)
Mon. 21 Nov. 2011 [subject to confirmation]		Autumn graduation session - examinations
Thu. 24 – Fri. 25 Nov. 2011		Autumn graduation session – degree ceremonies
Sat. 24 Dec. 2011	Fri. 6 Jan. 2012	Christmas holidays (Academic staff not present in Faculty)
Mon. 9 Jan. 2012	Fri. 10 Feb. 2012	Winter exam session Three dates for each first semester course, two dates for other courses

SECOND SEMESTER

Mon. 13 Feb. 2012	Fri. 25 May 2012	Lectures (15 weeks)
Mon. 19 Mar. 2012 [subject to confirmation]		Spring graduation session – examinations
Thu. 22 – Fri. 23 Mar. 2012		Spring graduation session - degree ceremonies
Thu. 5 Apr. 2012	Wed. 11 Apr. 2012	Easter holidays (Academic staff not present in Faculty)
Mon. 28 May 2012	Fri. 13 Jul. 2012	Summer exam session Three dates for each second semester course, two dates for other courses
Mon. 9 Jul. 2012 [subject to confirmation]		Summer graduation session – examinations
Thu. 12 – Fri. 13 Jul. 2012		Summer graduation session - degree ceremonies
Mon. 16 Jul. 2012	Tue. 28 Aug. 2012	Summer holidays (Academic staff not present in Faculty)
Wed. 29 Aug. 2012	Fri. 7 Sep. 2012	Exam retake session, one date.

6th May 2011