

U INTERNATIONAL BUSINESS and DEVELOPMENT R



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ACADEMIC YEAR 2014-2015

SECOND CYCLE DEGREE
IN INTERNATIONAL BUSINESS
AND DEVELOPMENT



UNIVERSITÀ DEGLI
STUDI DI PARMA
Il mondo che ti aspetta

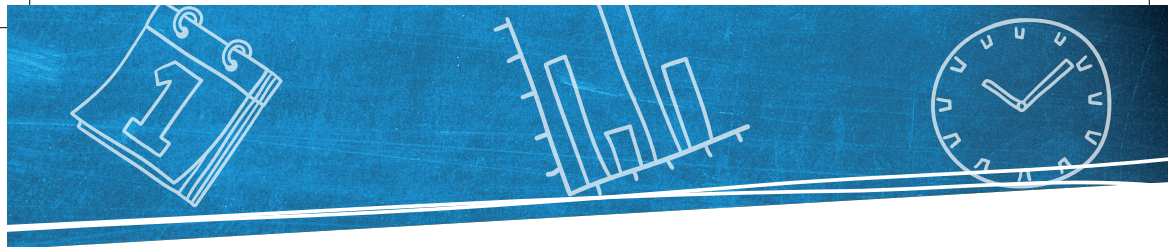
ABOUT IBD

SECOND CYCLE DEGREE IN INTERNATIONAL BUSINESS and DEVELOPMENT

International Business and Development (IBD) was the first degree course to be taught and examined entirely in English at the University of Parma. In June 2012 the first IBD students graduated, and in 2014-15, IBD is entering its fifth year. It has become an established and respected course at the Economics Department. Students come from all over the world to create a stimulating cultural environment, and surveys show a very high level of student satisfaction. IBD is a second cycle degree, an important breakthrough in the wide range of courses offered by the Department of Economics. It is aimed at those aspiring to work at international level.

IBD offers diverse groups of students a unique opportunity. First of all, it is aimed at Italians who wish to improve their command of English in a professional context. All lectures and seminars are conducted in 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 traditionally been a barrier. But today some of the major Italian universities, like many in the EU, are offering degree courses using English as the medium of instruction. 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. The city and the University Campus offer facilities for a wide variety of sports and the University Sports Center (CUS Parma - www.cusparma.it) organizes events at all levels throughout the year.

IBD brings many benefits. All students, both Italian and non-Italian, 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 is required to open up opportunities for young people, both in Italy and abroad.

But we also enjoy 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. The University of Parma 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 continue to 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





COURSE STRUCTURE AND CONTENT

INTERNATIONAL BUSINESS AND DEVELOPMENT SECOND CYCLE DEGREE COURSE

International Business and Development (IBD) is a second level degree in economics and business (LM 77-Economic and business sciences), taught and examined in English, offered by the Department of Economics of Parma University. It is a two year course and on successful completion graduates are awarded the “laurea magistrale” or second cycle 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 the medium of 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, in import/export and fair trade, in multinational corporations, in NGOs working in cooperation and development, in 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 and the basics of international statistics, international law, international marketing, international accounting and history of globalization. Students lacking a university background in economics are required to follow two new courses in the first semester, “Introducing Statistics” and “Introducing Economics”. These courses are compulsory for all students except graduates from degree classes L-21, L-36, L-18, L-16, L-33, L-37. “Introducing Statistics” leads to a pass/fail test in Communication skills which carries 3 credits. “Introducing Economics” leads to a standard examination which carries 8 credits and covers the optional course of the study programme. The two courses are aimed at aligning the skills of students who come from different disciplines and giving them support to follow the more advanced courses.

The second year focuses on international financial markets and institutions, industrial policies, cooperation between firms, European Union policies and projects and environmental economics. Optional courses include “Urban and local policies”, “Rural development”, “European economy” and “Introducing economics.”

IBD teaching methods are mainly interactive and require student participation. Almost all

courses include project work, where groups of students, assisted by teachers, prepare, present and discuss projects with teachers and peers. At university level, group work strengthens writing and presentation skills and team-building capacity. It is also a valuable opportunity to improve English language skills.

COURSES, NUMBER OF CREDITS AND YEAR OF STUDY

Course	Module	DSS	Credits	Years	Semester
Economic statistics		S/03	9	1	1
International financial institutions and markets		P/11	9	2	2
International markets and organizations law		IUS/05	8	1	1
Cooperation and competition among firms		P/06	9	1	2
International accounting and governance		P/07	9	1	1
International branding and retailing		P/08	9	1	2
Growth and history of global economy	Economic growth	P/02	5	1	2
	History of globalization	P/12	4	1	2
EU policies and projects		P/01	9	2	2
International industrial economics		P/06	9	2	1
Development economics and International cooperation		P/01	9	2	1
Environmental economics		P/06	6	2	1
Communication skills*			3		
Student option: one of the following courses**			8		
Urban and local policies		M-GGR/02			1
Rural development		AGR/01			2
European Economy		P/01			1
Introducing Economics *		P/01		1	1
Final dissertation			14		
Total			120		

The Final examination consists of a written dissertation, which may be theoretical or empirical, focussing on a topic related to the degree course.

*For students who do not have a background in economics (i.e. graduates from any degree class except L-16, L-18, L-21, L-33, L-36, L-37) the exam "Introducing statistics" must be taken within the framework of Communication skills, and "Introducing economics" as a compulsory course.

** Graduates of degree classes L-16, L-18, L-21, L-33, L-36, L-37 may apply for an internship as an alternative to the optional course, where indicated by the IBD academic coordinator and subject to the approval of the Department of Economics.



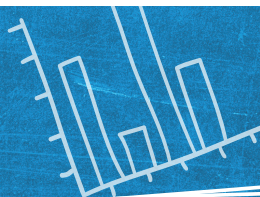
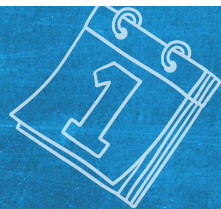
ENGLISH STUDY SKILLS COURSE

This pre-sessional course, held in the first two weeks of September, 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: September 2014 at the Settore Abilità Linguistiche, Parco Area delle Scienze, 45/a (Campus Universitario), 43124 Parma. Course tutor: Dott.ssa Anila Scott-Monkhouse. For dates and hours see “English study skills course” www.cla.unipr.it. To register for the course, send an email to segrstec@unipr.it

OPPORTUNITIES FOR STUDY ABROAD

IBD students are encouraged to gain experience abroad during the two academic years, and can take advantage of various opportunities. As well as the Erasmus program, there is the chance every year to compete for places at overseas universities which have cooperation agreements with the Economics Department. These currently include universities in Brazil, Japan, Vietnam, Britain and the United States, and other agreements are due to be signed in the near future.

Since 2012, the double degree with the Economics Faculty of Vilnius University (Lithuania) has been an additional opportunity for IBD students only. A joint agreement between the Universities of Parma and Vilnius provides for a double degree covering “International Business and Development” at the Economics Department at Parma and



“International Business, Economics and Management” at the Economics Faculty at Vilnius. Both degree courses are delivered in English. Five IBD students are currently attending the University of Vilnius (Spring 2014). By spending a semester at Vilnius and passing examinations there, Parma students can obtain 30 credits valid for the IBD degree, and be awarded a double degree from Parma and Vilnius University. Vilnius students are offered the opportunity to study IBD in Parma.

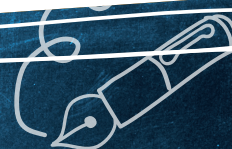
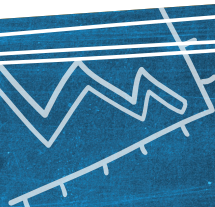
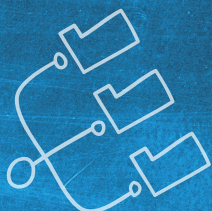
Details of Economics Department international relations and agreements are shown on the department web-site.

Like students on other second cycle degree courses at the Economics Department, IBD students can also gain credits by way of work experience carried out at Italian or overseas firms.

CONTACT

- *For academic advice on IBD, contact:*
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Tel. 0039 0521 902410
- *For administrative queries on admissions and recruitment on IBD, contact:*
Anna De Vita, Student Registry office, Department of Economics, e-mail anna.devita@unipr.it, segrstec@unipr.it - Tel. 0039 0521 902377

FOR ENTRANCE REQUIREMENTS, APPLICATIONS AND DEADLINES SEE <http://en.unipr.it/node/1242>



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Opening hours

Monday, Tuesday, Wednesday and Friday:

9.00-12.00; Thursday: 9.00-13.00

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