



INTERNATIONAL BUSINESS AND DEVELOPMENT



INTRODUCTION

International Business and Development (IBD) was the first degree course to be taught and examined entirely in English at the University of Parma. June 2012 saw the first graduates and in 2016-17, IBD is entering its seventh 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, 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 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 em-

ployment. 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 opening up opportunities for young people 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



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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, 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 and the basics of statistics, international law, international marketing, international accounting and history of globalization. Students lacking a university background in economics are required to follow in the first semester the courses “Introducing Economics” and “Introducing statistics”. The course “Introducing economics” is compulsory for all students except graduates from degree classes L-16, L-18, L-21, L-33, L-36, L-37. It leads to a standard examination which carries 8 credits and covers the optional course of the study programme. The course “Introducing statistics” will supplement the more advanced course in “Economic statistics”. It is specifically addressed to students without a previous statistical background. These two courses

are aimed at aligning the skills of students who come from different disciplines and at giving them support to follow the more advanced courses.

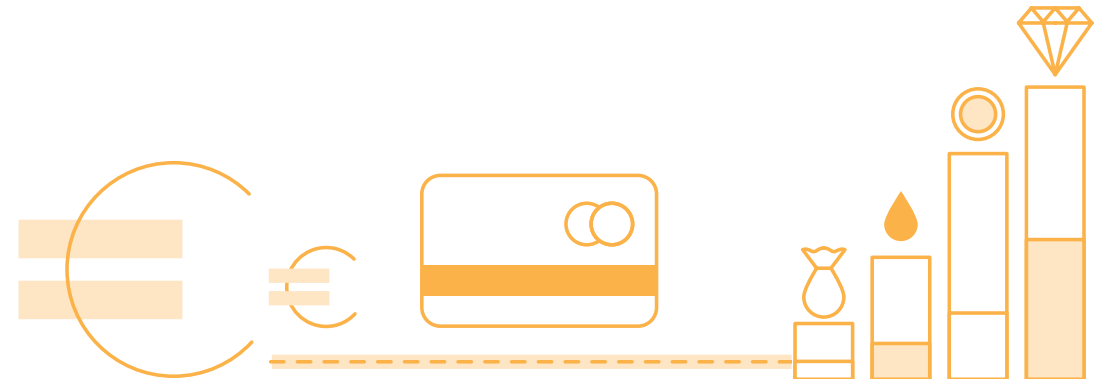
The second year focuses on international financial markets and institutions, industrial policies, cooperation between firms, European Union policies and projects and environmental economics. Optional courses include “Urban and local policies”, “Rural development”, “European economy”.

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 valua-

ble opportunity to improve English language skills.

All IBD students are required to obtain a certificate of English at B2 level. Students may enrol for IBD without a certificate, but must produce it in order to take second year exams by the end of the first academic year (September 2017). (See <http://en.unipr.it/node/1242> for further details)

The University of Parma organizes English language courses leading to the IELTS B2 certification. Online enrolment opens in September and courses start in October. Other courses may start on demand the second semester, in January. Because places are limited, students will be selected for the courses by the “Language skills organizational unit” of the University. (See www.cla.unipr.it for further information)



COURSES, NUMBER OF CREDITS AND YEAR OF STUDY

COURSE	MODULE	DSS	CREDITS	YEARS	SEMESTER
- ECONOMIC STATISTICS		S/03	9	1	1
- INTERNATIONAL MARKETS AND ORGANIZATIONS LAW		IUS/05	8	1	1
- INTERNATIONAL ACCOUNTING AND GOVERNANCE		P/07	9	1	1
- COOPERATION AND COMPETITION AMONG FIRMS		P/06	9	1	2
- 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
- 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
- INTERNATIONAL FINANCIAL INSTITUTIONS AND MARKETS		P/11	9	2	2
- EU POLICIES AND PROJECTS		P/01	9	2	2
- 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		

*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 economics" must be taken as 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.

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

OPPORTUNITIES FOR STUDY ABROAD AND DOUBLE DEGREES

IBD students are encouraged to gain experience abroad during the two academic years, and can take advantage of a large number of opportunities. As well as the Erasmus program which includes all countries of the European Union, 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 (Sao Paulo), Argentina (Buenos Ayres) Japan (Kobe), Vietnam (Hanoi), Thailand (Bangkok), United Kingdom (Dundee), Russia (Moscow) and the United States (Boston). Every academic year, there are opportunities to study at these institutions, publicised on Parma University and department websites.

IBD students also have the option of obtaining a double degree with one of three different partner institutions: the University of Vilnius, (Lithuania) the University of Pamukkale (Turkey) or the Grenoble Ecole de Management (France).

The Double degree with the Economics Faculty of Vilnius University has been an additional opportunity for IBD students since 2012. A joint agreement between the Universities of Parma and Vilnius pro-

vides 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 2015). 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 same opportunity to study IBD in Parma.

The Double degree with Pamukkale is open to all students of the Department of Economics. A specific joint agreement between the Universities of Parma and Pamukkale signed in December 2014 provides for a double degree covering "International Business and Development" at the Economics Department at Parma and the second level degree "Production management and marketing" at the University of Pamukkale. By spending a semester at Pamukkale and passing examinations there, Parma students can obtain 30 credits valid for the IBD degree, and be awarded a double degree from Parma and Pamukkale University. Pamukkale students are

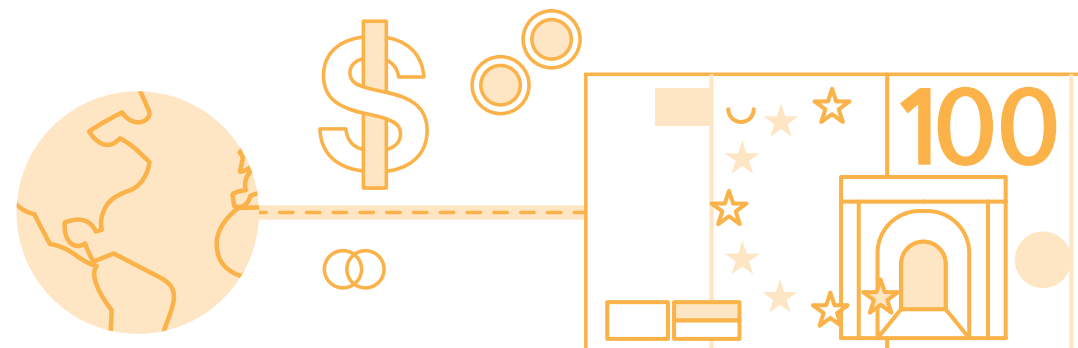
offered the same opportunity to study IBD in Parma.

The Double degree with the Grenoble Ecole de Management is open to IBD and ADA (Business Management) students of the Department of Economics. A specific joint agreement between the Universities of Parma and the Grenoble Ecole de Management signed in January 2015 provides a double degree covering "International Business and Development" at the Economics Department at Parma and the second level degree in "Management" at the Grenoble Ecole de Management. By spending one year at Grenoble and passing examinations there, Parma students can obtain 60 credits valid

for the IBD degree, and be awarded a double degree from Parma and Grenoble Ecole de Management. Grenoble students are offered the same opportunity to study IBD in Parma.

Details of Economics Department international relations and agreements are shown on the University and Department websites.

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

Course leader: **PROF. GUGLIELMO WOLLEB**

e-mail guglielmo.wolleb@unipr.it - 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

ADMISSION

Open admission

DEPARTMENT

Department of Economics - via J. Kennedy, 6

AREA

Economics

COURSE TYPE AND DURATION

Second-Cycle Degree Course (Master of Science) - 2 years

DEGREE CLASS

LM-77 Class of Second-Cycle Degrees (Masters of Science) in Business and Economics

FOR ENTRANCE REQUIREMENTS, APPLICATIONS AND DEADLINES SEE

<http://en.unipr.it/node/1242>





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