

UNIVERSITY OF TRIESTE
DEPARTMENT OF ECONOMICS, BUSINESS, MATHEMATICS AND STATISTICS (DEAMS)
'Bruno de Finetti'

REGULATION ON EDUCATIONAL ACTIVITIES OF THE MASTER'S DEGREE IN
"MARKETING AND MANAGEMENT / MARKETING E MANAGEMENT"
EC63A

Ministerial Class 'LM-77 R – Management'

2026-2027 cohort
Approved by the Departmental Council on 6 March 2026.

Article 1 – General provisions and scope

1. The Master's Degree in Marketing and Management, belonging to Ministerial Class 'LM-77 R – Management', is established within the Department of Economics, Business, Mathematics and Statistics of the University of Trieste.
2. This Regulation on Educational Activities defines the organisational aspects of this degree programme in accordance with current legislation and specifically pursuant to:
 - a) Article 11(2) of Italian Law No 341 of 19 November 1990;
 - b) Article 12 of Italian Ministerial Decree No 270 of 22 October 2004 and Article 11 of the University's Regulation on Educational Activities;
 - c) the Statute of the University of Trieste;
 - d) the University's Regulation on Educational Activities.
3. This Regulation on Educational Activities is defined in accordance with the degree programme outline, with full respect for academic freedom and with due regard to the rights and obligations of teachers and students.
4. This Regulation on Educational Activities is defined in accordance with the procedures of self-assessment, periodic assessment, and accreditation system for degree programmes (AVA) set by the Italian National Agency for the Evaluation of Universities and Research Institutes (ANVUR), and in accordance with the information included in the Annual Degree Programme Form (*Scheda Unica Annuale del Corso di Studio – SUA-CdS*), based on the resolutions adopted by the Departmental Council.
5. This Regulation on Educational Activities is defined every year by the Departmental Council after consulting the relevant teacher-student committee. The document is then submitted to the Academic Senate for approval.
6. The Regulation is published in full on the [Department's website](#).

Article 2 – Degree Programme Coordinator

1. Pursuant to Article 28(7)(o) of the Statute, the Departmental Council appoints the Degree Programme Coordinator from among the tenured teaching staff members teaching on the degree programme.
2. The term of office of the Coordinator is three academic years and it cannot be renewed more than two consecutive terms.
3. The tasks of the Coordinator are established by the regulations in force, in particular by the University's Statute and by the provisions of the AVA system.

4. The Coordinator also coordinates the degree programme's Quality Assurance (QA) group.
5. The Coordinator has the following functions:
 - a) overseeing the activities of the degree programme, managing relations with the Department, convening and chairing the Degree Programme Coordination Board referred to in Article 3 of this Regulation, and proposing its members to the Departmental Council;
 - b) collaborating with the Departmental Council in drafting the annual documents relating to the courses on offer;
 - c) proposing educational innovation projects;
 - d) coordinating educational activities in accordance with the authorisation given by the Departmental Council;
 - e) overseeing the periodic evaluation of the ECTS credits awarded within the degree programme, also following the recommendations of the teacher-student committee, and proposing any changes to the Departmental Council;
 - f) identifying and proposing tools to improve guidance and tutoring services as well as supplementary educational services;
 - g) proposing amendments to this Regulation;
 - h) collaborating with the relevant departmental committees and University services on outreach activities for high-school students and employability initiatives for graduates.

Article 3 – Degree Programme Coordination Board

1. A Coordination Board is established for this degree programme.
2. The Board is composed of the Degree Programme Coordinator and of at least two tenured teaching staff members who teach within the programme.
3. The Coordinator proposes the members of the Board to the Departmental Council for approval.
4. The Coordination Board supports the Coordinator's activities.
5. In particular, the Coordination Board reviews the study programmes to be submitted to the Departmental Council for approval.

Article 4 – Degree programme's Quality Assurance group

1. A Quality Assurance group is established for this degree programme.
2. The QA group is composed of the Coordination Board, of at least one student enrolled in the degree programme, and of a member of the Departmental Academic Services.
3. The QA group is coordinated by the Degree Programme Coordinator.
4. The QA group monitors the degree programme's data on educational activities and support services, reviews the degree programme, performs other functions required by the AVA system and contributes to the overall quality assurance process of the degree programme.

Article 5 – Structure and organisation

1. The Master's Degree in Marketing and Management is organised and managed in accordance with the following documents:
 - a) the degree programme outline;
 - b) the list of taught courses and educational activities;
 - c) the annual study programme.

Article 6 – Degree programme outline

1. In accordance with the Annual Degree Programme Form and pursuant to the resolutions adopted by the

Departmental Council, the outline of the Master's Degree in Marketing and Management defines the structure and organisation of the programme and sets out how the requirements established by the relevant ministerial class are implemented.

Article 7 – List of taught courses and educational activities

1. The Master's Degree in Marketing and Management has two curriculums:
 - a) Marketing, taught in Italian;
 - b) Management, taught in Italian.
2. The Master's Degree in Marketing and Management includes educational activities divided into the following types:
 - a) advanced concepts and skills (type B);
 - b) complementary subjects, including contextual knowledge and interdisciplinary perspective (type C);
 - c) elective subjects (type D);
 - d) activities relating to the final examination (type E);
 - e) educational activities aimed at developing additional language and/or ICT skills, and any other relevant employability skills, as well as internships (type F).
3. The list of taught courses and educational activities defines the following elements:
 - a) for each type of educational activity and field, the academic disciplines covered by the relevant taught courses or educational activities;
 - b) for each taught course or educational activity, the modules into which the course may be divided, the year of activation, and the relevant ECTS credits.

Article 8 – Annual study programme

1. The annual study programme is described in **Annex A** in accordance with the provisions of the Annual Degree Programme Form, based on the resolutions adopted by the Departmental Council.
2. The educational objectives of individual courses are set forth in **Annex B** to this Regulation.

Article 9 – Admission to the degree programme

1. In order to be admitted to the Master's Degree in Marketing and Management, students must have an eligible three-year university degree obtained in Italy or abroad, or any other qualification obtained abroad and recognised as suitable.
2. Italian qualifications must have been obtained in one of the ministerial classes below pursuant to Italian Ministerial Decree No 270/04 or in one of the corresponding classes pursuant to Italian Ministerial Decree No 509/99:
 - a) L-18 – Business administration;
 - b) L-33 – Economics.
3. Alternatively, graduates holding another Italian qualification must prove to have obtained a minimum number of ECTS/CFU credits in specific sets of disciplines as set out in **Annex C** to this Regulation in their academic records.
4. Students with foreign qualifications shall be admitted to this degree programme if their qualification is recognised as suitable in relation to the ministerial classes indicated above, or if they can prove to have obtained a minimum number of ECTS/CFU credits in specific sets of disciplines as defined above following the recognition and conversion of their credits or qualifications.
5. For applicants who do not have all the credits required for admission to this degree programme, enrolment is conditional on the acquisition of the missing credits, including through enrolling in individual courses and passing the relevant examinations.
6. In order to enrol in the Master's Degree in Marketing and Management, students must prove to have

an adequate academic preparation. In particular, knowledge, skills and abilities in the following disciplines are deemed necessary:

- a) business economics;
- b) microeconomics and macroeconomics;
- c) mathematics, financial mathematics and statistics;
- d) foundations of public law, private law and commercial law.

7. A bachelor's degree final mark of 90/110 or more is considered valid and sufficient to attest to the adequate academic preparation. In the case of foreign qualifications, the final mark will be converted into a mark out of 110 for comparison. Candidates with a final mark lower than 90/110 will be admitted subject to an assessment of their academic preparation on the subjects listed above through a test prepared by the Degree Programme Coordination Board. Depending on the results of this test the candidate will be admitted to the degree programme or rejected. Further details can be found in **Annex C**.

8. Students' English language proficiency will be assessed through both a written test and an interview. They shall demonstrate at least an English level B2 on the Common European Framework of Reference for Languages (CEFR) scale. The assessment of adequate language proficiency is based either on candidates' academic record or on certificates recognised by the University. Native speakers do not need to take a language proficiency test. The list of recognised certifications and the procedures for fulfilling the admission requirements are set out in **Annex D**. Students who do not meet the language requirement are still allowed to enrol. Students must obtain their certification during the first year of the programme by the deadline specified in the enrolment procedures.

9. In order to be admitted to this degree programme, non-UE students with their permanent address (*residenza*) abroad will have to pass an assessment of their academic preparation and an English proficiency test at least at B2 level according to the provisions of the preceding paragraphs. Italian language proficiency is required at level C1 or equivalent and must be certified by bodies recognised by the Italian association of university language centres – AICLU (see the link *Tabella certificazioni AICLU* on this [page](#)) or by achieving a score of at least 61/72 in the [CISIA ITA L2 test](#).

10. Access is subject to a specific quota of available places defined by the Departmental Council.

Article 10 – Transfer from other degree programmes or universities and credit recognition

1. Students coming from other degree programmes, whether at the University of Trieste or at other universities, in Italy or abroad, must take an assessment of their academic preparation as any other candidate, unless they can prove to have successfully passed an equivalent test in their previous institution or degree programme.

2. Transferring students may request to have previously earned credits recognised if they are consistent with the educational objectives and outline of the degree programme. The reason for any rejection will be detailed.

3. The Departmental Council decides on the recognition of credits after consulting the Degree Programme Coordination Board.

Article 11 – Obtaining the final degree

1. In order to obtain the master's degree in Marketing and Management/*Marketing e Management*, students must obtain 120 credits.

2. Students may also obtain their degree with a higher number of credits, up to a maximum of 126 ECTS.

3. Given that each year is conventionally equivalent to 60 credits, the standard duration of the degree programme is two years.

4. The final degree may also be obtained before the end of the two-year period, provided that the student has acquired the 120 credits set out in their study programme.

Article 12 – Submitting study programmes

1. Students are required to submit a study programme based on the courses on offer within their curriculum and as outlined in the annual study programme within the deadlines established annually by the University. Individual programmes must include the student's elective activities, including any free-choice subjects.
2. The inclusion as a student-selected elective (TAF D) of activities other than those listed in **Annex E** of these Regulations must be submitted to the Department Council, which, if approved, will also determine the number of credits to be awarded, upon the recommendation of the Academic Coordination Committee.
3. The list of elective activities (**Annex E**) is updated in accordance with the courses on offer during the current academic year and is published on the DEAMS website in a separate document from this Regulation. Annex E is an integral part of this Regulation.
4. A student may submit a reasoned request to follow an individual study programme, which will be approved by the Departmental Council after consulting the Coordination Board.
5. Individual study programmes must comply with the degree programme outline, be consistent with the list of taught courses and educational activities on offer within the degree programme and meet any prerequisites set forth in this Regulation.

Article 13 – Part-time students

1. Part-time enrolment is not available.

Article 14 – Student support and tutoring activities

1. In order to enable students to adequately pursue their academic programme, support may be provided through the following initiatives:
 - a) organisation of preparatory or remedial courses in certain core disciplines;
 - b) scheduling of office hours for teaching staff members of the degree programme;
 - c) organisation of tutoring services.

Article 15 – Course structure

1. Courses have the structure indicated below, unless otherwise decided by the Departmental Council when approving the course catalogue, after consulting the relevant Coordination Boards.
 - a) 12-ECTS courses consist of 90 contact hours;
 - b) 9-ECTS courses consist of 60 contact hours;
 - c) 6-ECTS courses consist of 45 contact hours.
2. This ratio between credits and contact hours takes into account practical exercises that do not contribute to the awarding of credits.

Article 16 – Prerequisites, progression requirements and attendance requirements

1. To ensure the regular performance of educational activities and effective learning, prerequisites between courses, where established in **Annex A**, must be respected.
2. Students are not required to meet progression requirements by obtaining a given number of credits within specific deadlines in order to enrol in subsequent years.
3. Students are required to attend lectures, tutorials and workshops even if attendance is not monitored. The attendance requirement is deemed fulfilled upon completion of each educational activity included in the student's study programme.

Article 17 – Forfeiture

1. There are no further provisions on forfeiture from studies beyond those established in the Regulation on the Academic Career of Students.

Article 18 – Credit validity

1. The assessment of the academic currency of previously acquired credits may be carried out in the following cases:
 - a) in the event of a student's transfer from another degree programme or university;
 - b) in the case of enrolment with credit recognition and a possible reduction in the length of the chosen degree programme, including cases where the student's academic career was forfeited;
 - c) in the case of a new request for the recognition of credits obtained in the past.
2. The Departmental Council may decide at any time to carry out an exceptional assessment of knowledge that may have become obsolete. This is only done upon a justified request from a teaching staff member of the relevant discipline after consulting the Coordination Board and the teacher-student committee.

Article 19 – Course formats

1. Educational activities are carried out in a variety of formats.
2. Courses are generally taught in Italian. Some elective courses on offer may be taught in English.

Article 20 – Assessment of learning outcomes

1. Educational activities may have different modes of assessment: a final exam with a mark, proficiency assessment (pass or fail) or approval and recognition of a relevant activity (e.g. internships).
2. Exams with marks and proficiency assessments are taken during exam periods. Exam periods are scheduled in the academic calendar, according to the University's regulations on Educational Activities and on the Academic Career of Students.
3. The number of rounds a given exam period will have is determined as follows:
 - a) the exam period at the end of the term during which the course was taught will have at least three rounds. The break between rounds must be of at least two weeks;
 - b) in any other exam periods, there will be at least two rounds. The break between rounds must be of at least two weeks;
 - c) in the September exam period, only one round is guaranteed.
4. When a student passes an exam, the relevant number of credits will be recorded in their academic record.
5. Exams with marks and proficiency assessments may include: a written and/or oral test; a written report or presentation; a practical exercise; a computer-based test.
6. Teachers may decide to hold ongoing assessments. This decision is made on an annual basis and will conform to the academic calendar. Ongoing assessments may contribute to or even replace the final exam. The same applies to activities which do not last an entire term. Ongoing assessments must not interfere with the attendance of other learning activities. The schedule for ongoing assessments must be authorised by the Degree Programme Coordinator.
7. The University's Regulation on Educational Activities gives students the right to take an exam in any round (even consecutive rounds within the same exam period).
8. Exam rounds scheduled during term time are only for students who have finished attending taught courses and are not aligned with the exam schedule (*fuori corso*).
9. Second-year students are also allowed to take any missed first-year exams during these special exam rounds.
10. If the Board of Examiners finds a student using unauthorised tools, including digital ones, during a written exam, the Chair of the Board may report them to the Head of Department in charge of the degree programme. In these cases, the Head of Department may authorise the teacher to exclude the reported student from the next exam round, regardless of the exam session.

Article 21 – Internships

1. Internships are generally arranged by the Department, but may also be proposed by students.
2. In accordance with current regulations, unless an agreement already exists, the Department signs an agreement with a partner and draws up a training plan outlining the educational activities that the students will carry out at the host organisation. A company supervisor and an academic supervisor are designated to oversee the student's training plan.
3. Internships are carried out in private companies or public institutions, in Italy or abroad. Internships have a duration of at least 200 hours and are carried out over a period of no less than two months. By law, the duration of the internship may not exceed 12 months. Students with disabilities may carry out internships for up to 24 months.
4. To have the relevant credits recorded, at the end of their internship students must submit a report on the activities carried out, which must be countersigned by the company supervisor and approved by the academic supervisor.
5. The Degree Programme Coordinator will record the educational activity online upon receiving the academic supervisor's approval of the internship.
6. The Departmental Council may approve work activities carried out by the student in lieu of the internship (**Annex F**).
7. Students may submit their internship application at any time of the year.
8. The internship may be replaced by a workshop.
9. Students may submit their internship substitution request at any time of the year.

Article 22 – Workshop

1. Workshops consist of a theoretical study or an applied project agreed with a teaching staff member of the degree programme. This activity may also serve as preparation for the final exam.
2. Credits for workshops are awarded when the relevant teacher approves the student's work and notifies the Degree Programme Coordinator.
3. The Degree Programme Coordinator will ensure that the educational activity is registered online.
4. Students may submit their request to replace their internship with a workshop at any time of the year.

Article 23 – Final Examination

1. The final examination consists of the presentation and defence of a thesis before a board of examiners composed of teaching staff members from the Department's degree programmes. The thesis is a written document presenting the results of a theoretical/practical study conducted independently by the student under the supervision of a supervisor. The topic is agreed with the supervisor and must be consistent with the student's academic records.
2. The supervisor may be a tenured teaching staff member of the Department or the teacher of one of the courses on offer in the degree programme during the current academic year. The supervisor may exceptionally be a teaching staff member of another department. In this case, the supervisor must submit a reasoned request to the Departmental Council for authorisation.
3. The thesis must demonstrate the critical thinking skills of the student and will be presented and discussed publicly in front of the board.
4. The educational activities for the preparation and drafting of a student's thesis must involve a workload equivalent to that of other educational activities with the same number of credits.
5. The thesis must be the result of the student's original work. In the event of plagiarism, the supervisor may reject the thesis or withdraw from the assignment. The details and updated procedures are defined in the [Regulation on Final Theses](#).
6. In order to be admitted to the final examination, the student must have submitted the application to the University Academic Services within the deadlines set by the academic calendar. In order to do so, they must

have acquired all the credits laid down in their study programme except for the credits relating to the final examination.

7. The graduation mark is expressed out of 110 and consists of the sum of the following elements:
 - a) average of the marks obtained at examinations weighted by the relevant credits;
 - b) points awarded by the board for the final examination. Final examinations cannot award more than eight points.
8. The supervisor must make a proposal to the Head of the Department for an increase in the final mark, indicating any request for honours.
9. For each graduating student, the Head of the Department shall identify a counter-supervisor from among the members of the graduation board of examiners. Before the defence of thesis, the graduation board will receive a copy of the thesis as well as any proposal for an increase in the final mark and/or for awarding honours.
10. The final defence of the thesis and the graduation ceremony take place before a graduation board composed of five teaching staff members of the department, appointed by the Head of the Department.
11. At the request of the student and with the authorisation of their supervisor, students may write their thesis in English. In this case, the student must prepare an abstract in Italian. In any case, the thesis shall be defended in Italian.
12. The calendar of graduation sessions and awarding ceremonies is approved annually by the Departmental Council and is published on the Department's website.
13. The graduation mark expressed out of 110 is decided by the graduation board on the basis of the quality of the thesis and of the candidate's ability to present the topics addressed in it by using the knowledge and skills acquired throughout their studies.
14. Honours may only be awarded to students who reach the maximum score (110/110). The decision must be taken by the majority of the graduation board members.

Article 24 – Final Provisions

1. This Regulation shall enter into force from academic year 2026/2027 and shall also apply to pre-existing and transitional situations concerning previous cohorts where its provisions are more favourable to students.
2. The procedural provisions contained in this Regulation may be exceptionally amended even during an academic year to adapt to new legislation or for organisational needs. Any such amendments shall be reflected in the next version of the programme.
3. In particular, the rules on coordinators, coordination boards and the education committees may be amended during the academic year and take effect at the beginning of the following academic year.
4. The rules on the submission of study programmes, part-time enrolment, workshops, internships and the final examination may be amended mid-programme and communicated at least one year prior to their entry into force.
5. Other rules may generally be amended even during an academic year, following the enactment of new mandatory legislation.



ANNEX A

Study Programmes



ANNEX B

Educational objectives of courses

[Course catalogue](#)

ANNEX C

Admission requirements and procedures for master's degrees

SECTION 1

In order to be admitted to any master's degree programmes (M) of the Department of Economics, Business, Mathematics and Statistics, student must have obtained an Italian bachelor's degree (or a four-year degree obtained before the reform of the Italian university degree system), a three-year university diploma (obtained before the reform of the Italian university degree system), or another suitable qualification obtained abroad.

Candidates must also meet the programme-specific admission requirements and have an adequate academic preparation, as established by the Department in accordance with current legislation (Italian Ministerial Decree No 270/04).

Compliance with programme-specific admission requirements allows for enrolment in the relevant master's degree programme. Candidates who do not meet the minimum requirements will not be admitted to the master's degree programme.

The Department of Economics, Business, Mathematical and Statistics has identified 3 possible situations in which applicants may fall into with regard to compliance with admission requirements and they correspond to **categories 1, 2 and 3**. Prospective students may easily verify in which category they fall on the basis of the descriptions below.

Prospective students must:

1. verify to which category they belong according to the descriptions below, on the basis of their admission qualification, academic records and graduation mark.
2. follow the procedure below according to the category to which they belong in addition to fulfilling any standard enrolment obligations.
 - a. Prospective students in **category 1** may directly enrol following the instructions on the University's website;
 - b. Prospective students in **category 2** may proceed with enrolment but, unless they obtained their degree at the University of Trieste, they must self-certify their academic records including the required details listed on the University's website.

Although they are entitled to enrol in their chosen degree programme, candidates in this category should **verify that they possess the necessary skills** for successfully attending their chosen programme on the basis of the **information** provided in Section 2 (**master's degrees – knowledge requirements**). If necessary, they should contact the Coordinator of the relevant degree programme for advice and clarification;
 - c. Prospective students in **Category 3** should contact the relevant committee through the degree programme coordinator for the evaluation of their curriculum and, if necessary, of their academic preparation, including by taking one or more written and/or oral tests, to obtain clearance for enrolment or by obtaining any required credits before enrolment.

Students who have obtained their admission qualification at another Italian university will also have to self-certify their qualification and academic records.

Students with a foreign qualification must also fulfil specific admission requirements.

Students who have not yet obtained their admission qualification within the deadline set by the Admissions Office (see University's website) may apply for enrolment following the procedure described above within the relevant deadlines (see University's website).

STUDY PROGRAMMES: the deadline for submitting students' study programmes is indicated on the University's website. In case of late enrolments, deadlines will be specified at the time of enrolment.

Teaching staff member to contact for information on the master's degree programme and for the evaluation of students' academic records in order to meet admission requirements.

Degree programme	Teaching staff member	Contacts
Degree programme Master's Degree in Marketing and Management/ <i>Marketing e Management</i>	Prof. Giovanna Pegan	Tel.: +39 040 558 7916 – giovanna.pegan@deams.units.it

ADMISSION REQUIREMENTS FOR MASTER'S DEGREE PROGRAMMES AT THE DEPARTMENT OF ECONOMICS, BUSINESS, MATHEMATICS AND STATISTICS
UNIVERSITY OF TRIESTE

In order to qualify for any master's degree programme at the Department of Economics, Business, Mathematics and Statistics, candidates must meet one of the conditions below (categories 1, 2, 3). This will also define how programme-specific requirements and the student's academic preparation are assessed, in addition to possession of the required admission qualification;

MASTER'S DEGREE IN ECONOMY, ENVIRONMENT AND DEVELOPMENT MINISTERIAL CLASS LM-56 R – ECONOMICS	MASTER'S DEGREE IN STRATEGY, CONSULTING AND LOGISTICS MASTER'S DEGREE IN MARKETING AND MANAGEMENT <i>MINISTERIAL CLASS LM-77 – MANAGEMENT</i>	MASTER'S DEGREE IN STATISTICAL AND ACTUARIAL SCIENCE MINISTERIAL CLASS LM-83 – ACTUARIAL, FINANCIAL AND ECONOMIC STATISTICS
Category 1. Candidates have obtained the following qualification: a) one of the following bachelor's degrees - ministerial class • L-33 – ECONOMICS • L-18 – BUSINESS ADMINISTRATION - a bachelor's degree in the corresponding classes pursuant to Italian Ministerial Decree No 509/99 (respectively No 28 and 17) - a four-year degree obtained before the reform of the Italian university degree system introduced by Ministerial Decree No 509/99, as listed in Annex C(1). b) a graduation mark corresponding to at least 90/110		Category 1. Candidates have obtained the following qualification: a) one of the following bachelor's degrees - bachelor's degree within ministerial class L-41 – Statistics - a bachelor's degree in the corresponding class pursuant to Italian Ministerial Decree No 509/99 (No 37) - a four-year degree obtained before the reform of the Italian university degree system introduced by Ministerial Decree No 509/99, as listed in Annex C(1). b) a graduation mark corresponding to at least 90/110

Category 2. Candidates meet all of the following requirements: a) a bachelor's degree in any class pursuant to Italian Ministerial Decrees No 270/04 or 509/99 b) a graduation mark corresponding to at least 90-110 c) having obtained the credits indicated below in the relevant disciplines. <u>business</u>: at least 6 ECTS (discipline codes: from SECS-P/07 to SECS-P/11) <u>economics</u>: at least 12 ECTS (discipline codes: from SECS-P/01 to SECS-P/06) <u>law</u>: at least 6 ECTS (discipline codes: IUS/01, IUS/04, IUS/05, IUS/07, IUS/09, IUS/10, IUS/12, IUS/13, IUS/14) <u>statistics and mathematics</u>: at least 9 ECTS (discipline codes: from SECS-S/01 to SECS-S/06; MAT/05, MAT/06, MAT/09)	Category 2. Candidates meet all of the following requirements: a) a bachelor's degree in any class pursuant to Italian Ministerial Decrees No 270/04 or 509/99 b) a graduation mark corresponding to at least 90-110 c) having obtained the credits indicated below in the relevant disciplines. <u>business</u>: at least 12 ECTS (discipline codes: from SECS-P/07 to SECS-P/11) <u>economics</u>: at least 8 ECTS (discipline codes: from SECS-P/01 to SECS-P/06) <u>law</u>: at least 8 ECTS (discipline codes: IUS/01, IUS/04, IUS/05, IUS/07, IUS/09, IUS/10, IUS/12, IUS/13, IUS/14) <u>statistics and mathematics</u>: at least 8 ECTS (discipline codes: from SECS-S/01 to SECS-S/06; MAT/05, MAT/06, MAT/09)	Category 2. Candidates meet all of the following requirements: a) a bachelor's degree in any class pursuant to Italian Ministerial Decrees No 270/04 (No 270/04 or 509/99) a graduation mark corresponding to at least 90/110 b) Having obtained at least 60 ECTS in the disciplines below. <u>mathematics and statistics</u>: at least 33 ECTS - mathematics, applied mathematics and probability theory (discipline codes: MAT/01, MAT/02, MAT/03, MAT/05, MAT/06, MAT/09, SECS-S/06) <u>statistics</u> (discipline codes: from SECS-S/01 to SECS-S/05; SECS-P/05) <u>economics, law and computer science</u>: <u>at least 15 ECTS</u> - economics, business economics, management engineering (discipline codes from SECS-P/01 to SECS-P/11, ING-IND/35) - law (discipline codes: IUS/01, IUS/04, IUS/05, IUS/07, IUS/09, IUS/10, IUS/12, IUS/13, IUS/14) - computer science (discipline codes: INF/01, ING-INF/05)
Category 3. If one or more of the above conditions are not met, the relevant Degree Programme Coordination Board shall evaluate if the student meets the minimum programme-specific admission requirements and has an adequate academic preparation. This will be assessed through an evaluation of the candidate's CV on the basis of objective elements and, where necessary, by passing one or more written and/or oral tests or by requiring the acquisition of ECTS in specific disciplines before enrolment. This way, the Coordination Board may issue a reasoned decision to grant or deny the candidate clearance for enrolment.		

Annex C(1) – OLD FOUR-YEAR DEGREES (obtained before Italian Ministerial Decree No 509/99)

For admission to master's degrees, the following four-year degrees are considered equivalent to three-year degrees pursuant to Italian Ministerial Decree No 270/04.

For the master's degrees in 'Economy, Environment and Development', 'Strategy, Consulting and Logistics' and 'Marketing and Management':

- *Economia ambientale* (environmental economics)
- *Economia assicurativa e previdenziale* (economics of insurance and pensions)
- *Economia aziendale* (business economics)
- *Economia bancaria* (banking)
- *Economia bancaria, finanziaria e assicurativa* (banking, insurance and finance)
- *Economia del commercio internazionale e dei mercati valutari* (international trade and finance)
- *Economia del turismo* (tourism management)
- *Economia delle amministrazioni pubbliche e delle istituzioni internazionali* (public economics)
- *Economia delle istituzioni e dei mercati finanziari* (financial economics)
- *Economia e commercio* (business management and economics)
- *Economia e finanza* (economics and finance)
- *Economia e gestione dei servizi* (economics and service management)
- *Economia e legislazione per l'impresa* (economics and business law)
- *Economia industriale* (industrial economics)
- *Economia marittima e dei trasporti* (maritime economics and logistics)
- *Economia per le arti, la cultura e la comunicazione* (culture, media and creative industries)
- *Economia politica* (economics)

For the master's degrees in Statistics and Actuarial Science:

- *Scienze economiche, statistiche e sociali* (social statistics and economics)
- *Scienze statistiche demografiche e sociali* (social statistics and demography)
- *Scienze statistiche ed attuariali* (statistics and actuarial science)
- *Scienze statistiche ed economiche* (statistics and economics)
- *Statistica* (statistics)
- *Statistica e informatica per l'azienda* (business analytics)

ANNEX C(2) – ACADEMIC AREAS AND DISCIPLINES

For the master's degrees in 'Economy, Environment and Development', 'Strategy, Consulting and Logistics' and 'Marketing and Management':

- business: any taught course with the following discipline codes:
 - SECS-P/07 – Business Administration and Management
 - SECS-P/08 – Management
 - SECS-P/09 – Finance
 - SECS-P/10 – Organisation Studies
 - SECS-P/11 – Financial Markets and Institutions

- business: any taught course with the following discipline codes:
 - SECS-P/01 – Economics
 - SECS-P/02 – Economic Policy
 - SECS-P/03 – Public Economics
 - SECS-P/04 – History of Economic Thought
 - SECS-P/05 – Econometrics
 - SECS-P/06 – Applied Economics

- law: any taught course with the following discipline codes:
 - IUS/01 – Private Law
 - IUS/02 – European Private Law
 - IUS/04 – Business Law
 - IUS/05 – Economic Law
 - IUS/07 – Labour Law
 - IUS/09 – Public Law
 - IUS/10 – Administrative Law
 - IUS/12 – Tax Law
 - IUS/13 – International Law
 - IUS/14 – European Union Law

- statistics and mathematics: any taught course with the following discipline codes:
 - SECS-S/01 – Statistics
 - SECS-S/02 – Statistics for Experimental and Technological Research
 - SECS-S/03 – Economic Statistics
 - SECS-S/04 – Demography
 - SECS-S/05 – Social Statistics
 - SECS-S/06 – Mathematical Methods for Economics, Finance and Actuarial Science
 - MAT/05 – Mathematical Analysis
 - MAT/06 – Probability and Statistics
 - MAT/09 – Operational Research

MASTER'S DEGREES – KNOWLEDGE REQUIREMENTS

SECTION 2

Teaching staff member to contact for information on the master's degree programme and for the evaluation of students' academic records for admission purposes.

Degree programme	Teaching staff member	Contacts
Master's Degree in <i>Marketing and Management/Marketing e Management</i>	Prof. Giovanna Pegan	Tel.: +39 040 558 7916 giovanna.pegan@deams.units.it

Students who do not meet admission requirements will have to contact the teaching staff member indicated above and provide all relevant documentation to evaluate their academic record: self-certification of academic qualifications and transcript of records, self-certification of any post-graduate degrees (masters, PhDs, specialist training courses, specialisation courses, etc.) and a CV, as well as any other required information or documents. On the basis of the documentation provided, the teaching staff member designated by the Degree Programme Coordination Board will decide whether the student meets the requirements and needs to pass an additional admission test. In this case, the candidate will be informed of the specific subjects and format of the test (written and/or oral) and the scheduled dates (to be agreed upon, where appropriate). Knowledge requirements for this master's degree are described below area by area, with details of the relevant subjects covered in the additional admission test.

All documents must be submitted at least 15 days before the deadline for enrolment.

MASTER'S DEGREE IN *MARKETING AND MANAGEMENT/MARKETING E MANAGEMENT*

To successfully attend the Master's degree in **Marketing and Management** students must have basic knowledge of the fundamental disciplines in the following academic areas: **economics, mathematics, statistics, business and law**.

The basic knowledge required for these areas is set out below. The academic preparation of students meeting the conditions for automatic access to this master's degree (categories 1 and 2 above) is considered as already assessed, therefore they do not need to take any additional test.

Depending on the decision of the relevant board, students who have to submit their curriculum for evaluation may have to pass an additional written and/or oral test on some or all of the subjects indicated below for the assessment of the academic preparation which does not clearly emerge from their academic records. *The reference library below is purely indicative and non-binding.* Students who have to submit their curriculum for evaluation are strongly advised to contact one of the members of the board for further support.

THE FOLLOWING BASIC KNOWLEDGE IS REQUIRED IN *ECONOMICS*:**Microeconomics**

Supply and demand, market mechanisms, elasticity. Consumer behaviour: preferences, budget line, choices. Individual and market demand. Production and production costs. Competitive supply. Perfectly competitive industry equilibrium. Monopoly. Monopolistic competition. Oligopoly (foundations). Efficiency of competitive markets (foundations). Causes of competitive market failure (foundations).

Reference library:

*H.R. Varian, 'Microeconomia' (microeconomics), Cafoscarina, Venice, 2007. or
R.S. Pindyck and D. Rubinfeld, 'Microeconomics', Pearson Prentice Hall, 2009. or
P.A. Samuelson and W.D. Nordhaus, 'Economics', McGraw-Hill, 2009.*

Macroeconomics

The main macroeconomic variables: GDP, added value, income, GDP components, real and nominal quantities, inflation rate, unemployment rate. Real markets: consumption, savings, investment. Financial markets: money supply and demand, role of the central bank. National income determination. Fiscal and monetary policies. Exchange rate, balance of payments, real and financial markets in an open economy. Aggregate supply. Labour market and aggregate supply. Aggregate equilibrium and inflation expectations.

Reference library:

*O. Blanchard, 'Macroeconomia' (macroeconomics), Il Mulino, 2009 or
R. Dornbusch, S. Fischer and R. Startz, 'Macroeconomics', 9th edition, Mc.Graw-Hill, 2006. or
P.A. Samuelson and W.D. Nordhaus, 'Economics', McGraw-Hill, 2009.*

THE FOLLOWING BASIC KNOWLEDGE IS REQUIRED IN *MATHEMATICS AND STATISTICS*:**Mathematics**

Real functions of a real variable. Graph. Monotone, even, odd, periodic, inverse and composite functions. Continuous functions and their fundamental theorems. Limits and their fundamental theorems. Exponential functions and logarithms; large limits. Derivatives: meaning and calculation rules. Increasing functions, relative and absolute minimum and maximum values. Linear approximations. Differentials. Taylor's formula. Local and global convexity and concavity. Indefinite and definite integrals. Fundamental theorems and calculation rules. Multivariable functions. Continuity and limits. Partial and directional derivatives. Free and constrained minimum and maximum values. Multiple integrals. Linear algebra: vector spaces, linear dependency, subspaces, and their properties. Bases and size. Spaces of $\mathbb{R}^2$ and $\mathbb{R}^3$. Generator systems. Matrices. Linear applications. Determinants.

Reference library:

Romano Isler, 'Matematica Generale' (general mathematics), Edizioni Goliardiche, Trieste

Financial mathematics

Certainty in financial transactions. Financial laws. Basic definitions. Financial transactions governed by a law. Compound interest and exponential growth. Equivalent rates and intensity. Value of a financial transaction. Rents. Present value of annuities in constant instalments. Fractional annuities. Amortisations. Bonds. Valuation of coupon and zero-coupon bonds. Criteria for financial choices: present value and internal rate of return.

Reference library:

Gilberto Castellani, Massimo De Felice, Franco Moriconi, 'Manuale di finanza: I. Tassi d'interesse. Mutui e obbligazioni' (finance handbook I. Interest rates, loans and bonds), Il Mulino, 2005;

Erio Castagnoli, Lorenzo Peccati, 'Matematica in azienda I - Calcolo finanziario con applicazioni' (mathematics in business I. Applied financial mathematics), EGEA, 2010.

Statistics

Descriptive methods for the analysis of simple and double statistical variables: graphical representations, centrality and dispersion measurements, association between two variables, simple regression, linear correlation. Basic concepts of probability calculation: elementary axioms and theorems, conditional probability, and Bayes' formula. Discrete and continuous random variables: probability and density function, partition function, expected value and variance. Main random variables: binomial, Poisson and Gaussian variables. Statistical inference: sampling, sample statistics and their distributions (student's t-distribution and chi-squared distribution). Point estimation: properties and methods for finding estimators. Confidence intervals and hypothesis testing for the parameters of Gaussian and Bernoullian populations in the case of large samples and in the case of two populations. Verification of independence and compliance with a given distribution.

Reference library:

Borra S., Di Ciaccio A., 'Statistica metodologie per le scienze economiche e sociali' (statistics for

THE FOLLOWING BASIC KNOWLEDGE IS REQUIRED IN *BUSINESS*:

Accounting

Elements of business mathematics (simple and compound interest, rational and commercial discount, applications to securities transactions). Enterprises and businesses. Economic entity and legal entity of the company. Enterprise structure and production: core functions, business cycle and monetary cycle. The capital or assets of the company. The structure of working capital: classes of investments and financing and their typical correlations. Costs, revenues and how they relate to the production process. Input costs, fixed costs, variable costs, direct costs and indirect costs. Business function costs and product costs: configurations and general determination guidelines. The value (revenue) and cost of obtained and sold production. Income: nature, different configurations (net income, ordinary income, operating income, gross operating margin) and determination principles. Business added value. Financial equilibrium and liquidity dynamics: operational flow from investments and financing; economic equilibrium; the balance of assets of the enterprise. The Break Even Point (BEP). Efficiency and effectiveness. Enterprise capitalisation: capital contributions and repayments; explicit and hidden self-financing. Pseudo reserves: risk reserves, charge funds and depreciation funds. Accounting systems and accounting method: foundations of business accounts. The annual financial statements: purposes and assumptions; the structure of the balance sheet and the profit and loss account, the notes to the financial statements, the valuations according to national civil law and accounting principles.

Reference library:

M. Fanni, L. Cossar, 'Il metodo contabile' (the accounting method), Edizioni Carocci, Rome, 1998;

E. Santesso, U. Sostero, 'I principi contabili per il bilancio d'esercizio' (the accounting principles for the financial statements for the year), Il Sole 24ore, last edition or

A. Quagli, 'Bilancio d'esercizio e principi contabili' (financial statements and accounting principles), Il

Foundations of public and private law and of commercial law

The sources of law, the rules and their application, the relationships between different rules. Basic knowledge of the following topics:

- a) State organisation and public administration; judicial function of the Constitutional Court;
- b) natural and legal persons and collective bodies, property, rights in rem and possession, obligations and contracts, civil liability; protection of rights.
- c) entrepreneur, enterprise and business; debt instruments; partnerships, limited companies, groups of companies and forms of business integration, extraordinary transactions (conversions, mergers and divisions); the balance sheet of companies.

Reference library:

G. Falcon, 'Lineamenti di diritto pubblico' (features of public law), Padua, Cedam (last ed.);
P. Zatti and V. Colussi, 'Lineamenti di diritto privato' (features of private law), Cedam, Padua (last ed.);
F. Galgano, 'Diritto commerciale. L'imprenditore. Le società' (commercial law. The entrepreneur. The companies), Zanichelli, Bologna (last ed.); Italian Civil Code, last edition

ANNEX D

Admission language proficiency requirement

Students who wish to enrol in master's degree programmes are required to demonstrate English language proficiency at least at B2 level, attested by an appropriate language certification (see the table of eligible certifications published on this [page](#) under the link *Tabella certificazioni AICLU* (certificate table issued by the Italian association of university language centres – AICLU).

Validity of certifications: four years from the date of issue (e.g. certifications issued in 2022 will remain valid until December 2026).

English language proficiency at B2 level is also considered fulfilled if one of the following conditions is met:

- passing a language proficiency test following the guidelines provided on the University Language Centre (CLA) website: <https://iuslit.units.it/it/node/48748>;
- holding a bachelor's degree (or equivalent qualification) in English;
- passing an English language university exam at level B2 (attested by the relevant regulation on educational activities or by your study programme);
- passing the Business English exam, relating to a taught course offered in the Department's bachelor's degree programmes.
- passing the B2 English language test for Erasmus+ students (outgoing mobility) during your bachelor's or master's degree programme.

Any other cases will be evaluated by the Departmental Council.



ANNEX E

On this [page](#), click 'ATTIVITA' A SCELTA LIBERA a.a. 2026/27' (elective subjects for academic year 2026-2027).

ANNEX F

Recognition of Credits for External Activities.

Pursuant to Article 14(1) of Italian Law No 240/2010, the number of credits that may be recognised for external activities cannot exceed 12.

➤ WORK EXPERIENCE AND/OR TRAINEESHIP

The Department of Economics, Business, Mathematics, and Statistics (DEAMS) allows for the recognition of credits for certified work experience in lieu of an internship (type-F activity) for students enrolled in its degree programmes.

Recognition rests with the Coordination Board of each individual degree programme, which verifies that the work experience is consistent with the field of study of the degree programme in which the student is enrolled.

Internship (type-F activity) credits in a master's degree programme can also be recognised for any traineeship carried out with a freelance accounting professional (accounting expert or chartered accountant) and documented through official records (professional training logbook).

Applicants must submit a formal request to the Departmental Academic Services (segreteria.didattica@deams.units.it).

➤ VOLUNTARY SERVICE

The Department of Economics, Business, Mathematics, and Statistics (DEAMS) allows for the recognition of credits for voluntary services carried out within or outside the University by students enrolled in its degree programmes. The Coordination Board of each degree programme must verify that the voluntary service is consistent with the field of study of the degree programme in which the student is enrolled.

Voluntary service may be recognised as equivalent to an internship (type-F activity) when included in the study programme and will be awarded the same number of credits.

Applicants must submit a formal request to the Departmental Academic Services (segreteria.didattica@deams.units.it).

➤ VOCATIONAL EDUCATION AND TRAINING

The Department of Economics, Business, Mathematics, and Statistics (DEAMS) allows for the recognition of credits for vocational education and training pathways to which the Department (or, previously, the Faculty of Economics) has contributed. These courses must have been taught by teaching staff members of the University (including research assistants) or by teachers delegated by them.

The Department reserves the right to only recognise these credits after verifying the actual content of the course, the results and quality of the mid-term and final examinations as well as the qualifications of the teacher.

Applicants must submit a formal request to the Departmental Academic Services (segreteria.didattica@deams.units.it).

➤ MANAGEMENT ROLES WITHIN 'AIESEC'

The Department of Economics, Business, Mathematics, and Statistics (DEAMS) provides the recognition of credits for management roles held by students enrolled in its degree programmes within AIESEC (*Association Internationale des Étudiants en Sciences Économiques et Commerciales*, an international economics student association). This activity may be recognised as equivalent to an internship (type-F activity), provided it is consistent with the degree programme and duly certified by the president of the local committee or, in the case of a student being a local committee president, by the President of AIESEC Italy.

Applicants must submit a formal request to the Departmental Academic Services (segreteria.didattica@deams.units.it).

➤ Trieste NEXT and other outreach events organised by research institutions in Trieste

The Department of Economics, Business, Mathematics, and Statistics (DEAMS) provides for the recognition of 1 extra credit for every 25 hours of activity carried out by students enrolled in DEAMS degree programmes within Trieste Next or other outreach events organised by local research institutions. In order for participation in Trieste Next and/or other outreach events organised by local research institutions to be recognised towards internship credits, students must carry out broader activities within the University's administrative offices responsible for organising the event, subject to the prior submission of a specific training plan.

Applicants must submit a formal request to the Departmental Academic Services (segreteria.didattica@deams.units.it).