



Università  
Ca' Foscari  
Venezia

Department of  
Management

## RECOMMENDED COURSE WORK

### Master Degree - Management curriculum: Innovation and Marketing

Enrolled in  
A.Y. 2020-21

EM13-IMK

ordinamento 2018

regolamento 2020

Last update: 31/5/2021

| Year         | Term | Exam-code | Field code | Subject  | Credits | Credits total amount |
|--------------|------|-----------|------------|--|---------|----------------------|
| a.y. 2020-21 | 1    | EM6043    | INF/01     | Information systems and networks - Tace per l'a.a. 2021-22 in questo curriculum.   | 6       | 60                   |
|              |      | EM7019    | SECS-P/08  | Design and innovation management - 1° section (6cfu/12)  | 6       |                      |
|              | 2    | EM7019    | SECS-P/08  | Design and innovation management - 2° section (6cfu/12) <b>modalità blended</b>  | 6       |                      |
|              |      | EM4042    | SECS-P/07  | Advanced management control  | 6       |                      |
|              |      | EM7023    | SECS-S/03  | Quantitative tools for marketing - nel 2021-22 si tiene nel 1° periodo   | 6       |                      |
|              | 3    | EM1302    | SECS-P/01  | Welfare State, Regulations and Environment   | 6       |                      |
|              |      | EM7032    | SECS-P/08  | Branding and communication - 1° section (6cfu/12) <b>(disattivato dal 2021-22 - sostituito da EM1311-Brand Management 6 CFU)</b>   | 6       |                      |
|              | 4    | EM7032    | SECS-P/08  | Branding and communication - 2° section (6cfu/12) <b>(disattivato dal 2021-22 - Si potranno sostenere esami con il programma 2020-21 del corso disattivato, insieme al 1° modulo costituito da EM1211)</b> | 6       |                      |
|              |      | EM4037    | IUS/05     | Mergers & Acquisition  | 6       |                      |
|              |      | EM1307    | IUS/07     | Labour law and enterprises in the international context  | 6       |                      |
|              |      | EM7026    | M-FIL/04   | Philosophical issues in contemporary management (per il 2020-21 si tiene nel 3° periodo)   | 6       |                      |
|              |      | EM7027    | M-FIL/05   | Pragmatics and philosophy of Language  | 6       |                      |
| a.y. 2021-22 | 1    | EM7028    | SECS-P/08  | Social media marketing <b>(disattivato dal 2021-22 - Si potranno sostenere esami con il programma 2020-21 del corso disattivato)</b>   | 6       | 60                   |
|              |      | EM7029    | SECS-P/08  | Contemporary issues in Management <b>CLASSE 2</b>  | 6       |                      |
|              | 2    | EM7030    | SECS-P/12  | History of innovation <b>CLASSE 2</b>  | 6       |                      |
|              |      |           |            | Elective **  | 12      |                      |
|              |      | EM0106    |            | Tirocinio  | 6       |                      |
|              |      | EM0024    |            | Prova finale   | 24      |                      |
|              |      |           |            |  |         | <b>120</b>           |

### \*\* Elective courses:

Among the 12 credits to be chosen by the student, it is possible to add the following courses, filling in the Course Plan online:

- Courses available to the students enrolled in the Master Degree programme in Accounting and Finance
- Courses available to the students enrolled in the other Master degree programme of the Department of Management: Business Administration or Marketing and Communication (see the respective Career Plan)
- Courses available to the students enrolled in the other master degree programme of Ca' Foscari University

\* In the Academic Year 2020-21 the following elective courses are available for the master degree

| Year | Term | Exam-code | Field code | Subject   | Credits |
|------|------|-----------|------------|---|---------|
| 2    | 1    | EM4041    | SECS-P/07  | Corporate reporting   | 6       |
| 2    |      | EM1305    | SECS-S/06  | Managerial Analytics (the course has been deactivated from a.y. 2020-21)  | 6       |
| 2    |      | EM1303    | SECS-P/08  | Entrepreneurship and Business Models (not available for those who have Business Model Innovation in their curriculum) | 6       |
| 2    | 2    | EM6063    | SECS-P/07  | Global sourcing and digital human cloud (modalità blended) (nel 2021-22 spostato al 1° periodo)                       | 6       |
| 2    |      | EM7034    | SECS-P/10  | Individual and group behaviours for innovation  | 6       |
| 2    |      | EM7037    | SECS-P/08  | Consumer behaviour  | 6       |
| 1    | 3    | EM6055    | SECS-P/08  | Making decisions  | 6       |
| 1    |      | EM1308    | SECS-P/10  | Leadership  | 6       |
| 2    |      | EM2079    | IUS/05     | Competition Law   | 6       |
| 1    | 4    | EM6054    | SECS-P/07  | Advanced management of non profit organization  | 6       |
| 2    |      | EM1306    | AGR/01     | Food Business Management and Marketing  | 6       |

Pay attention: this list may be different from year to year; please check the up-to-date list in the study plan of the current academic year

Furthermore, students can insert in their Study Plan the activities of the "Didattica Innovativa e Digital Learning" as optional credits or additional credits. The admission to some of these activities can be subject to a selection process, whose results will be announced by the Ca' Foscari University. If no selection process is required, students can freely choose one or more activities from the "Active learning Center" by adding it/them when filling in the study plan. For further information, please visit the webpage: <http://www.unive.it/pag/35246/> > Enhance your Degree>Discover our Active learning Center

The evaluation of the elective courses is based on a criterion of consistency with the student's educational project. The elective exams equivalent to other mandatory courses included in the study plan will be canceled

**PLEASE NOTE:**

Due to organizational concerns elective courses may overlap with each other. The only exam session with no overlapping is the 1<sup>st</sup> exam session at the end of the course. The class timetable could be scheduled from Monday to Friday, not only in three days per week.

## ACADEMIC 2020-21 CALENDAR



### Area Economica

|             |             | Academic 2020-21 calendar           |             |  |       |   |
|-------------|-------------|-------------------------------------|-------------|--|-------|---|
|             |             | from Monday                         | to Saturday | LESSONS  | EXAMS | GRADUATION  |
| 1° semester | 1° term     | 14-Sep-2020                         | 17-Oct-2020 | LESSONS 1ST Term (5 Weeks)   |       | Oct-19 / Nov-7-2020<br>Autumn graduation session Master's Degrees     |
|             |             | 19-Oct-2020                         | 24-Oct-2020 | LESSONS 1ST Term (Rescheduled lessons)   |       |   |
|             |             | 26-Oct-2020                         | 31-Oct-2020 | EXAMS - 6 ECTS/CFU courses 1st term<br>(suspension 12 ECTS/CFU courses)                                  |       |   |
|             | 2° term     | 2-Nov-2020                          | 5-Dec-2020  | LESSONS 2nd Term (5 weeks)   |       |   |
|             |             | 7-Dec-2020                          | 12-Dec-2020 | LESSONS 2nd Term (Rescheduled lessons)   |       |   |
| 14-Dec-2020 | 19-Dec-2020 | EXAMS - 6 ECTS/CFU courses 2nd term |             |  |       |   |
| 21-Dec-2020 | 9-Jan-2021  | Christmas Holiday                   |             |  |       |   |
|             |             | 11-Jan-2021                         | 6-Feb-2021  | EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year |       |   |
| 2° semester | 3° term     | 8-Feb-2021                          | 13-Mar-2021 | LESSONS 3rd Term (5 weeks)   |       | March, 8-April, 3 2021<br>special graduation session Master's Degrees |
|             |             | 15-Mar-2021                         | 20-Mar-2021 | LESSONS 3rd Term (Rescheduled lessons)   |       |   |
|             |             | 22-Mar-2021                         | 27-Mar-2021 | EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)                                     |       |   |
|             | 4° term     | 29-Mar-2021                         | 8-May-2021  | LESSONS 4th Term (5 Weeks)   |       |   |
|             |             | 10-May-2021                         | 15-May-2021 | LESSONS 4th Term (Rescheduled lessons)   |       |   |
| 17-May-2021 | 22-May-2021 | EXAMS - 6 ECTS/CFU courses 4th term |             |  |       |   |
|             |             | 24-May-2021                         | 29-May-2021 | Break  |       |   |
|             |             | 31-May-2021                         | 26-Jun-2021 | EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses   |       |   |
|             |             | Summer Holiday                      |             |  |       | 12-24 July 2021 Summer graduation session                             |
|             |             | 23-Aug-2021                         | 11-Sep-2021 | EXAMS (3 Weeks) 6 or 12 ECTS/CFU courses   |       |   |

## EXAM SESSIONS SCHEME

Different exam sessions are scheduled during the academic year and each course includes at least 4 different dates in which the related exam can be taken. The organisation of the exam sessions depends on the course scheduling (that is the semester or term the course will take place) and is described in the chart here below.

| Term/<br>Semester                           | EXAM SESSIONS |          |           |       |     |               |                     |       |
|---|---------------|----------|-----------|-------|-----|---------------|---------------------|-------|
|   | October       | December | January   | March | May | June          | August<br>September | Janua |
| <b>Courses held in one term</b>             |               |          |           |       |     |               |                     |       |
| 6 ECTS/CFU courses                          |               |          |           |       |     |               |                     |       |
| 1st Term                                    | 1°            |          | 2°        |       |     | 3°            | 4°                  |       |
| 2nd Term                                    |               | 1°       | 2°        |       |     | 3°            | 4°                  |       |
| 3rd Term                                    |               |          |           | 1°    |     | 2°            | 3°                  | 4°    |
| 4th Term                                    |               |          |           |       | 1°  | 2°            | 3°                  | 4°    |
| <b>Semester courses (held in two terms)</b> |               |          |           |       |     |               |                     |       |
| 6 or 12 ECTS/CFU courses                    |               |          |           |       |     |               |                     |       |
| 1st semester                                |               |          | 1° and 2° |       |     | 3°            | 4°                  |       |
| 2nd semester                                |               |          |           |       |     | 1° and 2° (*) | 3°                  | 4°    |

(\*) Only for the May-June session, graduands are obliged to take the exam on the first of the two available exam dates in the same exam session.