



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



CHARTERED
INSTITUTE
OF EXPORT &
INTERNATIONAL
TRADE



**Master in Export Management
and International Trade**

Master in Export Management and International Trade

Who is this master for:

The admission requirements include the possession of a four-year Bachelor degree issued by Italian universities, preferably with an economic-business, legal, marketing or communication path. Foreign students can enrol in the Master's if they have a degree equivalent to the Italian first-level degree (bachelor) or higher, and legally recognized by the ANVUR system.

Profile and Professional Opportunities

Our Master in Export Management and International Trade is designed for aspiring export management and international trade experts. Tailored for entrepreneurs seeking global business expansion, managers and professionals aiming for leadership roles in international trade, graduates pursuing careers in large companies, and individuals seeking deeper business understanding.

Our program is versatile and widely recognized. It opens new career opportunities and empower professionals to make a positive impact in their fields.

Starting date:

13 January 2025

Study Mode:

Live Streaming

Duration:

1 year

Language:

English

Tuition fee:

8.500,00 Euros

Pre-enrollment fee:

300,00 Euros

Early bird scholarship:

20% reduction fee for those who will pay the pre-enrollment fee before 29 November 2024

Overview

The Master in Export Management and International Trade has been designed by two prestigious institutions, Marconi University and the Institute of Export & International Trade in consultation with international trade experts.

In a globalized and complex context, the Master has been designed to meet the current needs of the market, aiming to train international trade managers in facilitating and optimizing international business transactions and ensuring the smooth flow of goods and services across borders.

To be effective in this role, managers and professionals should possess a combination of skills and knowledge, including:

- Ability to conduct market research to identify potential markets, assess market trends and address challenges related to export operations;
- Competencies in project planning, organization and execution to ensure successful export operations;
- Understand financial aspects related to international trade – including pricing strategies, currency exchange and payment terms – and of the modes for assessing and mitigating risks associated with international trade;
- Have a good working knowledge of international trade regulations;
Aptitude to build and maintain strong relationships with clients, distributors, buyers and partners, developing effective communication skills to interact with them in an effective way;
- Flexibility to adapt to different cultures, business practices and regulatory environments;
- Familiarity with export management software and tools, new technologies and social media and with artificial intelligence systems capable of optimizing internationalization strategies.

Modules

- Fundamentals of International Business
- Environmental Global Marketplace Analysis
- International Logistics, Purchasing, Distribution, Transportation & Documentation
- International Trade Management & Marketing Strategy
- Legal, Finance & Risk Management
- Export Management in the age of Digitalisation: How to find Customs and Commercial Partners

Project work

At the end of the Master's program, students will present a project work during a plenary session, with topics assigned by the Scientific Committee of the Master. While students will primarily work independently on their projects, they are encouraged to seek guidance or clarification from the teaching staff via email if necessary. Additionally, each student will be allocated up to 5 hours for one-to-one meetings with faculty members to finalize their project work, which typically ranges from 40 to 60 pages. Specific formatting guidelines will be provided at a later date.

The assessment and grading of the project work will be conducted by a committee comprised of three professors or members of the Scientific Committee, including the project work supervisor.

Upon completion of the Master's program, the transcript will include the final score according to both the UK and Italian grading systems.

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