

**CURRICULUM FOR THE CARINTHIA-UDINE DOUBLE DEGREE PROGRAM**

**(INTERNATIONAL BUSINESS MANAGEMENT/INTERNATIONAL MARKETING, MANAGEMENT AND ORGANIZATION)**

<b>First year</b>		<b>ECTS credits</b>
<b>First semester (CUAS)</b>		
Management and Leadership		3
International Strategic Management		3
International Entrepreneurship & Business Planning		3
Intercultural Communication		2
Fundamentals of International Marketing		2
Integrated Financial Management		3
International Trade and Globalization		3
CEE/SEE Business Environment		3
Academic Writing in International Business		2
Quantitative Research Methods		2
Language Course		4
<b>ECTS</b>		<b>30</b>
<b>Second semester (CUAS)</b>		
Intercultural Conflict Management		2
Cross-Border Negotiations		1
Export Strategy		1
Operative Export Management		3
International Supply Chain Management		3
Doing Business in CEE/SEE		3
International Accounting		3
International Contract Law		3
International Marketing Research Seminar		3
Language Course		4
Elective courses (2 out of the following 6 courses: Fundamentals of International HR Management (2 ECTS), Global Talent Management (2 ECTS), International Finance (2 ECTS), Risk Management (2 ECTS), International Digital Marketing (2 ECTS), International Marketing Communication (2 ECTS))		4
<b>ECTS</b>		<b>30</b>
<b>Second year</b>		<b>ECTS credits</b>
<b>Third semester (UNIUD)</b>		
Laboratory of Statistics and Mathematics		9
Innovation Management		6
Laboratory of Business Strategies and Policies		6
Relationship Marketing and Social Media		6
Elective course (1 out of the following 2 courses: Laboratory of Business Process Reengineering and Project Management (6 ECTS), Leading Change for Organizational Renewal (6 ECTS))		6
<b>ECTS</b>		<b>33</b>
<b>Fourth semester (CUAS)</b>		
Master Thesis		23
Master Exam		3
Language Course		4
<b>ECTS</b>		<b>30</b>