



UNIVERSITÀ DI PARMA

DIPARTIMENTO DI SCIENZE
ECONOMICHE E AZIENDALI

Bachelor Degree in Economics and Management - CLEM

L-18 Economics and management

President: Prof. Pier Luigi Marchini

Study plan – student cohort 2020/2021

Common courses – First and second year

#	Course title	SSD	ECTS	Year	Language
1	Principles of Italian and European private law	IUS/01	6	1	IT
2	Business economics	SECS-P/07	10	1	IT
3	Microeconomics	SECS-P/01	10	1	IT
4	Mathematics	SECS-S/06	10	1	IT
5	Global history	SECS-P/12	10	1	IT
6	Bookkeeping and balance sheet	SECS-P/07	6	1	IT
7	Italian and European corporate and commercial law	IUS/04	12	2	IT
8	Financial markets and institutions	SECS-P/11	9	2	IT
9	Economics and company management	SECS-P/08	9	2	IT
10	Macroeconomics	SECS-P/01	10	2	IT
11	Financial mathematics (SEM)	SECS-S/06	6	2	IT
12	Statistics	SECS-S/01	9	2	IT

After the first year the student must choose one of the curricula that follows:

Curriculum in Business Economics (CLEA)

#	Course title	SSD	ECTS	Year	Language
13	Corporate social responsibility	SECS-P/07	9	2	IT
14	Economics of public entities	SECS-P/07	10	3	IT
15	Industrial economics	SECS-P/06	7	3	IT
16	Business quantitative determinations and methodologies	SECS-P/07	7	3	IT
17	Management accounting	SECS-P/07	9	3	IT
18	Business English	L-LIN/12	6	3	EN

Curriculum in Economics and Finance (CLEF)

#	Course title	SSD	ECTS	Year	Language
13	Corporate banking and finance	SECS-P/11	10	2	IT
14	Investment management	SECS-P/11	10	3	IT
15	Industry sector analysis	SECS-P/06	6	3	IT
16	Advanced macroeconomics	SECS-P/01	8	3	IT
17	Quantitative methods for financial markets	SECS-S/06	5	3	IT
		SECS-S/01	3		
18	Business English	L-LIN/12	6	3	EN

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Curriculum in Economics and Marketing (CLAM)

#	Course title	SSD	ECTS	Year	Language
13	Economics of agri-food chains	AGR/01	7	2	IT
14	Analysis of marketing data	SECS-S/01	7	3	IT
15	Services marketing	SECS-P/08	7	3	IT
16	Consumer behaviour	SECS-P/08	5	3	IT
17	Marketing Management	SECS-P/08	9	3	IT
18	International Marketing	SECS-P/08	7	3	IT
19	Business English	L-LIN/12	6	3	EN

Curriculum in Economics of International Markets (CLEI)

#	Course title	SSD	ECTS	Year	Language
13	International industrial economics	SECS-P/06	7	2	IT
14	Economics of globalization	SECS-P/02	8	3	EN
15	Economics of agri-food networks	AGR/01	8	3	EN
16	History of European integration and economy	SECS-P/12	6	3	IT
17	Cross-cultural marketing	SECS-P/08	9	3	EN
18	Business English	L-LIN/12	6	3	EN
19	Advanced Business English	L-LIN/12	4	3	EN

Curriculum in Economics and New Digital Technologies (CLEI)

#	Course title	SSD	ECTS	Year	Language
13	Economics of innovation	SECS-P/06	9	2	IT
14	E-business and e-commerce	SECS-P/08	4	3	IT
15	Digital marketing	SECS-P/08	5	3	IT
16	E-banking	SECS-P/11	8	3	IT
17	Management accounting and information systems	SECS-P/07	10	3	IT
18	Statistics for the digital economy	SECS-S/01	6	3	IT
19	Business English	L-LIN/12	6	3	IT

Elective activities		18
Internship		3
Final exam		4
Total		180