



**UNIVERSITÀ
DI PARMA**

**DEPARTMENT OF ECONOMICS
AND MANAGEMENT**

ACADEMIC YEAR 2017-2018

SECOND CYCLE DEGREE IN INTERNATIONAL BUSINESS AND DEVELOPMENT

INTRODUCTION

International Business and Development (IBD) was the first degree course to be taught and examined entirely in English at the University of Parma. June 2012 saw the first graduates and in 2017-18, IBD is entering its eighth year. Things have radically changed since the start of the course. At the start, a course in English open to foreign students, inserted in a network of international relations and effective for labour market access was a challenge for our university. But Parma has risen to this challenge with marked success. IBD has become an established and respected course at the Department of Economics and Management. Foreign students come from all over the world to create a stimulating cultural environment and Italian students spend exciting periods of study at high profile foreign universities. Surveys show a very high level of student satisfaction and statistics on IBD graduate employment are good.

IBD offers diverse groups of students a unique opportunity. First of all, it is aimed at Italians who wish to improve their command of English in a professional context. All lectures and seminars are conducted in English, so that learning about economics, students also profit from full immersion in the language. Academic studies attest the value of Content and Language Integrated Learning, and IBD offers the chance to work towards an advanced qualification in economics and at the same time acquire advanced language skills throughout the two-year course.

IBD is also aimed at non-Italian students who wish to study in Italy. For many of these students, their lack of Italian was traditionally a barrier. But today some of the major Italian universities, like many in the EU, are offering degree courses using English as the medium of instruction. IBD is attracting more and more students from overseas to Parma. They come from all countries around the world and today they represent a significant share of the IBD students. IBD classes today are intercultural and global.

IBD offers all students the opportunity to spend a period of time at a foreign university. Today there is a close network of international relations with universities all round the world, and opportunities for obtaining double degrees with prestigious universities in Lithuania, France and Germany. The network enables 26 different opportunities to study at non EU Universities and of course is very well placed in the network of Erasmus Universities.

IBD methods of teaching are also innovative in all courses. Students supplement their economics and language skills with entrepreneurial and managerial skills acquired through attending lessons, continuous interaction with teachers and frequent reference to current social and economic problems.

Challenges for the future involve further strengthening of our international network, encouraging higher rates of attendance at lessons and forging more robust links with firms for work placement schemes. The quality of a university course reflects the input of staff as well as students, and at the Department of Economics and Management we are keen to continue our work in progress on IBD.



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Finally, I wish also underline the attraction of Parma as a city. It is an ideal destination for foreign and Italian students alike. Famous for art and history, it also offers a high level of public services. It is small enough for the local people to be welcoming and friendly, but big enough to host important cultural events. The way of life is pleasant and there are many bars and cafés, piazzas and parks, as well as clubs and societies for leisure activities. The city and the University Campus offer facilities for a wide variety of sports and the University Sports Center (CUS Parma - www.cusparma.it) organizes events at all levels throughout the year. The administrative staff at the university and the department are helpful and friendly. We look forward to answering personally all your enquiries and queries.

Welcome to Parma, welcome to IBD.

Prof. Guglielmo Wolleb

Course leader



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INTERNATIONAL BUSINESS AND DEVELOPMENT SECOND CYCLE DEGREE COURSE

International Business and Development (IBD) is a second level degree in economics and business (LM 77-Economic and business sciences), taught and examined in English, offered by the Department of Economics and Management of Parma University. It is a two year course and on successful completion, graduates are awarded the "laurea magistrale" or second cycle degree certificate.

Globalization today is a wonderful opportunity for young people, but working on the international stage and taking part in trade and exchange all over the world requires a solid background and advanced skills in various aspects of the global economy. At the same time, it requires an advanced knowledge of the English language. For this reason, this programme has been designed to meet the need for top-level language skills and is taught and examined entirely in the medium of English. The language of instruction complements the content of the course.

IBD is designed for candidates from different academic backgrounds and aims to provide a thorough grounding in international economics and global development. Graduates will be trained to work in companies operating on international markets, import/export and fair trade, in multinational corporations, NGOs working in cooperation and development, European and supranational organizations and national and regional institutions operating internationally.

The first year of the course gives an overview of the field of studies and the basics of statistics, international law, international marketing, international accounting and history of globalization. Students lacking a university background in economics are required to follow courses "Introducing Economics" and "Introducing statistics" in the first semester. The course "Introducing economics" is compulsory for all students except graduates from degree classes L-16, L-18, L-21, L-33, L-36, L-37. It leads to a standard examination which carries 8 credits and covers the optional course of the study programme. The course "Introducing statistics" will supplement the more advanced course in "Economic statistics". It is specifically aimed at students who have no background in statistics. These two courses are aimed at aligning the skills of students from different disciplines and giving them support in order to follow the more advanced courses. An important new course in Communication Skills aimed at developing communication skills in an intercultural setting was introduced last year.

The second year focuses on international financial markets and institutions, industrial policies, cooperation between firms, European Union policies and projects and environmental economics. The second year is also the year in which most IBD students spend a semester abroad. Optional courses include "Urban and local policies", "Rural development", "European economy". They can be taken either in the first or in the second year. Another optional course is normally held by a visiting professor; this year's course is to be "Business Ethics".

IBD teaching methods are mainly interactive and require student participation. Almost all courses include project work, where groups of students, assisted by teachers, prepare, present and discuss projects with teachers and peers. At university level, group work strengthens writing and presentation skills as well as team-



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building capacity. It is also a valuable opportunity to improve English language skills. We strongly recommend regular attendance at lessons in order to benefit fully from degree course.

All IBD students are required to obtain a certificate of English at B2 level. Students may enrol for IBD without a certificate, but must produce it in order to take second year exams by the end of the first academic year (September 2018). (See <http://cdlm-ibd.unipr.it/> for further details)

The University of Parma organizes English language courses leading to IELTS B2 certification. Online enrolment opens in September and courses start in October. Other courses may start on demand in the second semester, from January. Because places are limited, students will be selected for these courses by the "Language skills organizational unit" of the University. (See www.cla.unipr.it for further information)



COURSES, NUMBER OF CREDITS, YEAR AND SEMESTER OF STUDY

Course	Module	DSS	Credits	Year	Semester
Economic statistics		S/03	9	1	1
International financial institutions and markets		P/11	9	2	2
International markets and organizations law		IUS/05	8	1	1
Cooperation and competition among firms		P/06	9	1	2
International accounting and governance		P/07	9	1	1
International branding and retailing		P/08	9	1	2
Growth and history of global economy	Economic growth	P/06	5	1	2
	History of globalization	P/12	4	1	2
EU policies and projects		P/01	9	2	2
International industrial economics		P/06	9	2	1
Development economics and International cooperation		P/01	9	2	1
Environmental economics		P/02	6	2	1
Communication skills			3		
Student option: one of the following courses**			8-15		
Urban and local policies		M-GGR/02			1
European Economy		P/01			1
Introducing Economics *		P/01		1	1
Business Ethics - Visiting Professor					2
Final dissertation			14		
Total			120		

The Final examination consists of a written dissertation, theoretical or empirical, focussing on a topic related to the degree course.

*For students who do not have a background in economics (i.e. graduates from any degree class except L-16, L-18, L-21, L-33, L-36, L-37) the exam "Introducing economics" must be taken as compulsory course.

** Graduates of degree classes L-16, L-18, L-21, L-33, L-36, L-37 may apply for an internship as an alternative to the optional course, where indicated by the IBD academic coordinator and subject to the approval of the Department of Economics.



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OPPORTUNITIES FOR STUDY ABROAD AND DOUBLE DEGREES

IBD students are encouraged to gain experience abroad during the two academic years, and can take advantage of a large number of opportunities. There is a call each year for the Erasmus Programme and for the Overworld Programme. The Erasmus programme includes all countries of the European Union and associated partners. The Overworld programme includes all non European universities, about 26 at present, with which Parma University has signed a bilateral exchange agreement.

IBD students also have the option of obtaining a double degree with one of three different partner institutions: the University of Vilnius, (Lithuania), the University of Bochum, (Germany) or the Grenoble Ecole de Management (France). A specific call is issued each year for each of these three partners.

The Double degree with the Economics Faculty of Vilnius University has been an additional opportunity for IBD students since 2012. A joint agreement between the Universities of Parma and Vilnius provides for a double degree covering “International Business and Development” at the Economics Department at Parma and “International Business, Economics and Management” at the Economics Faculty at Vilnius. By spending a semester at Vilnius and passing examinations there, Parma students can obtain 30 credits valid for the IBD degree, and be awarded a double degree from Parma and Vilnius University. Vilnius students are offered the same opportunity to study IBD in Parma.

The Double degree with the Bochum University of Applied Sciences is open to all students of the Department of Economics. A specific joint agreement between the Universities of Parma and Bochum signed in 2015 provides for a double degree covering “International Business and Development” at the Economics Department at Parma and the Master “International Business and Management” at the University of Bochum. By spending one year at Bochum, passing examinations and writing their dissertation there, Parma students can obtain 60 credits valid for the IBD degree, and be awarded a double degree from Parma and Bochum University. Bochum students are offered the same opportunity to study IBD in Parma.

The Double degree with the Grenoble Ecole de Management is open to IBD, ADA (Business Management) and TRADE (Trade and consumer marketing) students of the Department of Economics. A specific joint agreement between the Universities of Parma and the Grenoble Ecole de Management signed in January 2015 provides a double degree covering “International Business and Development” at the Economics Department at Parma and the second level degree in “Management” at the Grenoble Ecole de Management. By spending one year at Grenoble and passing examinations there, Parma students can obtain 60 credits valid for the IBD degree, and be awarded a double degree from Parma and Grenoble Ecole de Management. Grenoble students are offered the same opportunity to study IBD in Parma.

Like students on other second cycle degree courses at the Economics Department, IBD students can also gain credits through work experience carried out at Italian or overseas firms.



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CONTACT

- *For academic advice on IBD, contact:*
Course leader Prof. **Guillermo Wolleb**, e-mail guglielmo.wolleb@unipr.it Tel. 0039 0521 902410
- *For administrative queries on admissions and recruitment on IBD, contact:*
Anna De Vita, Student Registry office, Department of Economics, e-mail anna.devita@unipr.it, segrstec@unipr.it - Tel. 0039 0521 902377
- *Website of the IBD course: <http://cdlm-ibd.unipr.it>*

FOR ENTRANCE REQUIREMENTS, APPLICATIONS AND DEADLINES SEE <http://cdlm-ibd.unipr.it/enrolment/prospective-students>