

### Who can enrol

Eligible Bachelor programs are listed in “Regolamento Didattico” - see course website.

Minimum requirement: Bachelors's Degree final mark equal or higher than 85/100.

### Professional profile/Career opportunities

GEEM's graduates can apply either to multinational companies, consulting firms and supranational organizations (European Commission, OECD, research institutions/centres) or launch their own ventures (start up/spin-off). Target job positions include: marketing, finance, sales, procurement, information systems, operations, logistics, human resource management. Moreover, graduates will gather specific know-how to support the top management in assessing companies strategy and business model.

### Features of the GEEM course in Insubria



The course offers-along with the Erasmus+ opportunities-double degrees and student exchange programs. GEEM is characterized by a double degree program with the University of Jena (Germany); a double degree program with the University of Hohenheim (Germany); a double degree program with the University of Bordeaux (France); a student exchange program with the Indian Institute of Foreign Trade (IIFT), India

### Contacts:

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[www.uninsubria.it/segreterie](http://www.uninsubria.it/segreterie)

### The teaching activity will take place at:

Dipartimento di Economia  
Via Monte Generoso, 71  
21100 Varese



UNIVERSITÀ DEGLI STUDI  
DELL'INSUBRIA

## GLOBAL ENTREPRENEURSHIP ECONOMICS AND MANAGEMENT



A.Y. 2021/2022

### Why Global Entrepreneurship Economics and Management

The master program in Global Entrepreneurship, Economics and Management aims at providing wanna-be managers, entrepreneurs and analysts with in-dept skills in management, innovation, internationalization, and economics. The program is entirely taught in English. The program is articulated in two curricula: Economics of Innovation (EI) and International Business Entrepreneurship (IBE).




## Economics of Innovation

FIRST YEAR	ECTS	SECOND YEAR	ECTS
Econometrics of Competitive and Regulated Markets	6+6	Economics of Innovation	6
One course to be chosen among:		Organization: People & Technologies	6
• International Economics	6	International Business	6
• Seminar in History of Innovation and Economic Growth	6	Management and Governance of Family Firms	6
• Seminar in Industrial Dynamics and Evolution	6	Elective courses	12
• Seminar in Machine Learning and Big Data Analysis	6	Final dissertation	18
One course to be chosen among:			
• Behavioral Economics and Public Policies	6		
• Transport Economics and Innovation	6		
• Topics in Innovation Economics I	6		
One course to be chosen among:			
• Behavioral Economics and Public Policies	6		
• Transport Economics and Innovation	6		
• Topics in Innovation Economics II	6		
Quantitative Methods for Management	6+6		
International Trade Law	6		
Entrepreneurship & Innovation Management	6		
Advanced Business English	3		
Work internship/Elective courses	3+6		

### Coordinator:

Prof. Raffaello Seri

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## International Business and Entrepreneurship

FIRST YEAR	ECTS	SECOND YEAR	ECTS
Entrepreneurship & Innovation Management	6	One course to be chosen between:	
Corporate Banking	6	• Organization: People and Technologies	6
One course to be chosen between:		• Digital Economy	6
• International Business	6	One course to be chosen between:	
• Seminar in Entrepreneurship and Innovation Management	6	• Performance Measurement	6
One course to be chosen between:		• Fundraising and Communication	6
• Startup Lab	6	International Economics	6
• International Marketing Lab	6	Lean Development and Agile Methodologies	3
Economics of Innovation	6	Work internship/Elective courses	6+6
International Trade Law and M&A Transborder Operations	6+6	Final dissertation	18
Management and Governance of Family Firms	6		
Quantitative Methods for Management	6+6		
Advanced Business English	3		
Elective courses	6		

### Coordinator of the Master's Degree:

Prof. Alberto Onetti

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