



**Università degli Studi di
Napoli
*"Parthenope"***

I NAPOLI 03

www.uniparthenope.it

**Guide for
Erasmus Students**

DISAQ

Affari Generali Department

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The city of Naples: Living and Moving around the city

Information on the city of Naples The largest city of Naples, capital of the province and the region, a point of embarkation for emigrants in the past, Naples now has a large traffic of merchandise (petroleum, carbon, cereals) and passengers. It is the largest Italian port, with a noteworthy nexus of railway and highways and a large international airport. Naples is the largest city in south Italy and one of the most beautiful, particularly around the Bay of Naples. The capital city of Campania, Naples is the third most populated city in Italy (after Rome and Milan), with over a million inhabitants, and it is the most important industrial center and trading port for the South. It is a sprawling metropolis that was founded by Greeks, enlarged by Romans and as a result is rich in history and stunning architecture. In the vast urban area one can distinguish many different neighborhoods: the old center, characterized by buildings closely crowded together, is bordered on the west by the new administrative district and on the east by the business district, into which flows almost all the road and rail traffic. Other neighborhoods, with narrow climbing streets, rise around the base of the San Martino and Capodimonte hills. These neighborhoods have experienced intense development, typically of the simpler kind, in contrast to that of the residential neighborhoods that stretch out comfortably along the Vomero and Posillipo hills.

Moving around the city

The city is divided into 21 zones, and it has so many monuments that it is rightfully known as an open air museum. Meanwhile, here is a little guide to allow you to choose the most significant places of interest and tourist attractions, should you find yourself in this glorious city, but with time as your enemy. San Ferdinando - Chiaia - Posillipo - The places, monuments and landscapes in this triangle are probably the ones which have made Naples famous, and they also offer one of the best itineraries for tourists who would like to visit these areas. The tourist who lands in Naples finds themselves immediately immersed in the scenery of the Piazza Municipio which is itself dominated by the impressive mole of the Maschio Angioino or Castel Nuovo; the Teatro San Carlo, the splendid Galleria Umberto I and the spectacular Piazza del Plebiscito behind the façade of the majestic Palazzo Reale, the semicircular colonnade and the domes of the splendid Basilica di San Francesco di Paola are all close to one another and just waiting to be seen. Heading down towards the sea, you'll come upon Santa Lucia and then Borgo Marinaro where the Castel dell'Ovo stands in all its glory. Chiaia - is the area which faces the bay; you must visit this area and take a long walk along the promenade from Via Partenope past Via Caracciolo until Mergellina or stop by at Villa Comunale blessed with trees dating back centuries, neo classical statues, artistic fountains; it is here that you'll find the oldest aquarium in Europe. The most important monument in the zone is the Villa Pignatelli which today is home to one of Naples museums. Posillipo - offers up the chance to enjoy a splendid view of the bay and the incredible mount Vesuvius, the promontory of Sorrento and the island of Capri. Looking eastwards, you will behold the Bay of Pozzuoli as well as the islands of Nisida, Ischia and Procida and the historical Campi Flegrei (Phlegrean Fields). Il Centro Antico - Naples is characterised by its uniformity in town planning. In fact, the quarters that makes up the ancient centre still faithfully adhere to the Greco-Roman plans for the city of Neapolis. In these quarters are layer upon layer of history which unfolds before the eyes of the unsuspecting visitor like an enormous history book. The alleyways overflowing with life in quarters such as San Lorenzo, San Giuseppe, Porto e Pendino are the same ones in which Greeks would trade and

build temples during the 4th century. It is practically impossible to list all the monuments that you will find in the three decumani and the numerous side streets (i cardì) which run perpendicular to them, but mention must be made of the following churches: San Paolo Maggiore built upon the foundations of the tempio dei Dioscuri, (two columns of the temple are still visible), there is San Lorenzo Maggiore, underneath which are important archaeological remains which the public are able to visit. These two churches are located in Piazza San Gaetano, the ancient Roman marketplace along Via dei Tribunali, the ancient decumanus maggiore. The church and street of San Gregorio Armeno are also worth a visit, this church was also built on the site of a temple. Via dei Tribunali ends in front of Castel Capuano, the oldest fort in the city built for Norman kings, behind it lies opening onto the Porta Capuana. Walking along Via Duomo, you'll come across the Cathedral dedicated to San Gennaro, the city's patron, the cathedral seems to be in a place that doesn't seem grand enough for such an important building, the Duomo which incorporates the ancient basilica of Santa Restituta built on the orders of Constantine, and the Battistero di San Giovanni in Fonte which is the oldest baptistery in the western world. Beneath the Duomo lie ancient archaeological sites, which you can visit. The stratification begins with the ancient Greek and finishes with the Middle Ages. The Museo Civico Filangieri is also located in Via Duomo and is housed inside the Palazzo Como which was built during the Renaissance. Piazzetta Nilo is situated on Via San Biagio dei Librai, and in which you'll find a 2000 years old statue, Statua del Corpo di Napoli. Following the axis of Spaccanapoli you will find other examples of Neapolitan culture: in Piazza San Domenico Maggiore you will find the basilica of the same name and numerous palazzi from the Aragon and Spanish era with the Guglia which was dedicated to the Saint at the centre. The Cappella di San Severo is also worth a visit. Piazza del Gesù Nuovo yields such treasures as the Chiesa di Santa Chiara, the Chiostro delle Clarisse, the 16th century façade of the Gesù Nuovo and the Guglia dell'Immacolata. The San Giovanni Maggiore, was built on the remains chapel of San Giovanni di Pappacoda contains a stupendous Gothic doorway. The primary university faculties and museums are housed in these historic piazzas. Il Centro Storico - The quarters of the Centro Storico are natural extensions of the Centro Antico, which represent the Medieval and Renaissance developments reaching to the Spanish viceroys and the Neapolitan Bourbons. The Spanish quarters; the elegant Via Toledo with its historic palazzi and churches that contain the masterpieces of 17th century Neapolitan painters; Piazza Monteoliveto which contains Palazzo Gravina, the Fontana built in honour of Carlos II of Spain and the church Sant'Anna dei Lombardi with a wealth of Renaissance treasures, Piazza Dante with the 18th century façade of the National Boarding School il Convitto Nazionale and Port'Alba, where the lazzari di Masaniello got the better of the cannons of the Viceroy. The Museo Archeologico Nazionale is one of the most important museums of its kind and is located in Piazza. The Porta San Gennaro is located in Piazza Cavour and its one of the oldest gateways in the city. Via S. Maria di Costantinopoli has many palazzi such as the Accademia di Belle Arti and many dazzling churches. In Piazza Bellini one can still see traces of ancient Greek city walls; Piazza della Sanità holds the 17th century Chiesa di Santa Maria under which are the San Gaudosio Catacombs; the zona dei Vergini e zona delle Fontanelle, are ancient areas used for burial in Greco-Roman Naples, other places of interest in the immediate vicinity are: Via Foria; Piazza Carlo III which has an enormous façade (375 m. long) the Albergo dei Poveri and the Orto Botanico; Corso Garibaldi and the piazza of the same name, which is now the headquarters of Central Station; Corso Umberto with the Neo-classical style University of Federico II; Piazza Bovio with the Palazzo della Borsa and the famous Fontana del Nettuno; Piazza Mercato, the back drop to dramatic in Neapolitan history adjacent to this piazza is Piazza

del Carmine; all of these places are representative but not unique to the zones which developed and grew into the centro antico. The Quartieri Collinari - These are hill zones which were developed at the end of the 19th century as a residential district for the Neapolitan bourgeoisie. The Vomero underwent radical changes in the '50s and '70s which has made it into one of the busiest and most chaotic areas in the city. It is linked to surrounding areas by three funicular railways, but it still retains among some of the city's most important monuments. Castel Sant'Elmo and the Certosa di San Martino, were built around 1350, and dominate the city from above. Today, La Certosa houses the National Museum of San Martino, which shows collections, paintings sculptures, documents and relics of Neapolitan tradition, amongst other things. Villa Floridiana was given by King Ferdinando of Bourbon to his second wife; it consists of a park, at the centre of which stands a small palace which is now a museum (the Museo della Ceramica Duca di Martina). The attentive tourist can't let a visit to the catacombs of San Gennaro escape him. The catacombs were dug from the yellow tuff of the Aminei hills in the Capodimonte at the beginning of the second century. The galleries, which create a kind of underground basilica leave a lasting impression on the unsuspecting traveller. The sepulchre of San Gennaro and the tombs of the bishops, amongst whom lies the bishop of Carthage. Inside the Palazzo Reale di Capodimonte (a palace built in 1738 and surrounded by a large park and a wood which acted as a hunting ground), is the with its collections and the National Gallery with its extensive art gallery. The Zona Flegrea Fuorigrotta - is part of this area, it is a modern residential zone where the Rai has its headquarters, as does the Politecnico; it is the new headquarters of the Universitaria, and important sports complexes such as Stadio San Paolo and the Mostra d'Oltremare headquarters of many important tradefairs, of the Zoo, Edenlandia a large theme park; Bagnoli is an ex industrial zone and is now home to the Città della Scienza, of the old shed steelworks on banks facing the island of Nisida; Agnano was the seat of ancient and the famous Ippodromo (racecourse) with a nearby nature reserve, where several protected species, are cared for by the W.W.F. Numerous Roman remains can be found all around this area. The peripheral zones do not offer much of interest to the tourist: these zones are mainly industrial or ex-agricultural zones which have been destroyed over the years by cement which has been dumped here as the city tries to find space in which to expand.

How to get to Naples

By air

Naples' international airport is 7km or 10mins from Stazione Centrale rail station, 20mins from ferry and hydrofoil ports.

Aeroporto Internazionale di Napoli (Capodichino)

Napoli 081 789 6111, toll-free from within Italy 848 888 777, www.gesac.it.

Buses

Alibus (800 639525, 081 763 1111, www.anm.it) runs a direct bus from outside arrivals to Stazione Centrale (Piazza Garibaldi) and Piazza Municipio (near the ferry port). Buses leave every 20mins, 6.30am to 11.30pm daily. Return buses leave Piazza Municipio from 6am to 12.12am daily. Tickets are €3.

Local orange bus 3S runs from Arrivals to Garibaldi every 25mins. Buy tickets (€1.10) at any tabacchi and stamp them on board.

Taxis

A taxi to central Naples should cost around €12.50 (plus 50¢ for each piece of luggage in the boot).

Major airlines

Alitalia

British Airways

EasyJet

Meridina

Volotea

Air France

Air Arabia

Wizz Air

Lufthansa

Turkish Airlines

Swiss

By boat

Timetables for water transport around the Bay of Naples appear daily in Il Mattino and on www.campaniatrasporti.it.

Ferries & hydrofoils

Ferries and hydrofoils regularly depart from Naples' port, Molo Beverello, heading to the islands, Sorrento (€11) and the Amalfi Coast (€15), as well as from the smaller port at Mergellina, for the islands.

The major operators are:

Alilauro 081 497 2238, www.alilauro.it

Caremar 081 551 3882, www.caremar.it

MedMar 081 333 4411, www.medmargroup.it

Navigazione Libera del Golfo 081 552 0763, www.navlib.it

SNAV 081 428 5555, www.snav.it

Ferry services to Palermo (daily) and Sardinia (once or twice weekly) are run by Tirrenia (now joined with Caremar, see above). SNAV runs a hydrofoil to Palermo (Apr-Dec daily). TTT Lines (800 915 365, 081 580 2744, www.tttlignes.it) sails from Molo Beverello to Catania, Sardinia and Tunisia. See also Metro del Mare, below.

Hydrofoils to Capri, Ischia and Procida, run by SNAV and Alilauro, also leave from Mergellina, a mile away from the main port.

MedMar and Caremar (for both, see above) car ferries also leave for Procida and Ischia from Pozzuoli, 12km north-west of Naples.

The Metro del Mare (199 600 700, www.metrodelmare.com) runs from Molo Beverello to various points in the gulf and along the Amalfi Coast. Tariffs start at €3.50 for a short hop; Napoli Beverello to Positano is €14; to Amalfi €15.

By bus

Most long-distance buses arrive at and depart from Piazza Garibaldi. Autolinee Ferrari (aka CLP) runs to cities in Campania, in other parts of Italy and in continental Europe (081 251 4157, www.clpbus.it). CTP (800 200 114, 081 700 1111, 081 700 5104, www.ctpn.it) and

SITA (081 752 7337, 089 386 6711, www.sitabus.it) serve destinations around Naples and Southern Italy, as well as Tuscany and the Veneto.

By rail

Naples' three mainline stations are Campi Flegrei, Mergellina and the main station, Stazione Centrale. For train information and bookings, contact Trenitalia. Call the helpline (89 20 21, 06 6847 5475) or visit www.trenitalia.it.

Stazione Centrale

Piazza Garibaldi (89 20 21).

Most FS trains come and go from here, including the Alta Velocità high speed service to Rome, very fast Eurostar and InterCity trains, and slow regional, direct and local trains. Trains also depart from the Piazza Garibaldi station (two levels below the main station), which is used by some long-distance services as well as the regional metro.

Residence Permit and Health Insurance

In Italy a public health-care system is available even for foreign citizens.

EU citizens

EU citizens are not obliged to ask the Residence Permit.

The Residence Permit can serve if they want the tax identification number, that's the useful document for being able to open a checking account, or, if requested from the owner, in order to rent a lodging. EU citizens must possess E111 (or E106, E107, E109, E110, E128 forms) to have a health-care coverage. The form needs to be signed and stamped by the local health authority A.S.L. (the closest one to the permanent address in Naples). In the A.S.L., once healthcare services and release a card that consents to access to a zone doctor and to analyses or clinical exams if necessary. To find addresses of Asl Napoli 1 consult: www.aslna1.napoli.it/servizi.asp

No-EU citizens

No-EU citizens are obliged to ask the residence permit.

After to be registered at the Erasmus Office, you will have to address to the Police Immigration Office with the following documents:

- Parthenope University Erasmus ECTS student certification of studies
- 4 passport size pictures
- passport and photocopies of all written pages of your passport (VISA)
- copy of Health Insurance with an official paper from the Italian Embassy or Consulate from your country that states the validity of your insurance.
- a 16,00 Euro duty stamp for the application form (duty stamps are sold in the tobacco shops).

No-EU citizens must show proof to possess a health insurance.

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Useful and emergency telephone numbers

Carabinieri 112

Police 113

Red Cross - ASL Napoli 1 (ambulance free of charge) 081.7528282/0696/0850

Fire-brigade 115

Road Aid (ACI) 116

Traffic Police 081.5954111
Post Office - information 160
Railways (Ferrovie dello Stato) 1478 88088

Consulates in Naples

AUSTRIA, corso Umberto I, 275 081.287724
BELGIUM, via A. Depretis, 78 081.5510535
DENMARK, p.le Stazione Marittima (inside the harbour) 081.5512211
FINLAND, p.le Stazione Marittima (inside the harbour) 081.5512211
FRANCE, piazza della Repubblica, 2 081.7612275 - 081.5980702/3
GERMANY, via Crispi, 69/1 081.7613393
GREECE, viale Gramsci, 5 081.7611075 - 081.7611243
ISLAND, via Petrarca, 93/9 081.5752108
LUXEMBOURG, via C. Colombo, 45 081.5525619
NORWAY, p.le Stazione Marittima 081.5512211
NETHERLANDS, via A. Depretis, 114 081.5513003
PORTUGAL, via Nardones, 118 081.413540
GREAT BRITAIN, via Crispi, 122 081.663511 - 081.681101/17
SPAIN, via dei Mille, 40 081 411157 - 081.414115
SWEDEN, via Toledo, 156 081.5512852

Housing/Accommodation

Erasmus students rent private apartments or can ask for a room at "Parthenope" dormitories, for further information visit the website <http://www.adisuparthenope.it/>

The Parthenope University

The Istituto Universitario Navale (hereafter, "I.U.N.") is born in Naples in 1920 in the government objective to carry out "a higher center of culture where the sea could be studied such as a factor of production and a mean of exchange - an Institute which would prepare the spirits to the conscious valorization of the economic problems related to the sea". The I.U.N. always exercised an important activity of research finalized to the enlargement of the cultural horizons and, at the same time, to the adequacy of the process of formation to the changes in progress in the economic-productive activities and the labour market. This effort of adequacy was developed in order to maintain, by reinforcing them, the scientific and cultural interests of the Institute and to extend the spectrum of interests to the sets of themes defining today, the new rules of the international competing confrontation.

Today the University is presented in the form of an university structure of average size, with a number of students in constant growth and which counts today 1500 units, constituting the population of the students destined to stabilize itself according to the programming made by the University with the threshold of the 20.000-25.000 in the next years. This growth in the population of the students which constituted the reason of the expansion of the University in a way that it knew to interpret it such as a latent social or virtual request coming from the context, could take place only thanks to the race of expansion undertaken by the University; a formative expansion which related to either the offer suggested by the University that infrastructures necessary: one refers to the whole of the buildings, the human resources, the equipment being useful to the didactic and research activities, which had to adapt to the new dimension and the new role that the University, more and more, was going to embrace. If we examine the Parthenope University in relation with the new institutional activities, in terms of didactic offer to the citizen, we consider the evolution which obviously it recorded: it was an institution characterized by the specificity and the unicity of the professionalization offered, and which thought to safeguard its own traditional specificity and, developing at the same time, its capacity to give an adequate, existing or latent answer that the context expresses.

Counselling tutorship and placement activities

At the Parthenope University of Naples, the Student Counselling Tutorship Service manages all instruments for the management of the three different pre, intra and post university orientation and guidance services. To accomplish its mission, it supports students to frame in an optimal way their studies at the University, managing their transition from upper secondary school to higher education (the so called pre-university orientation and guidance activities), monitoring their study careers to early detect anomalous cases (the so called intra university orientation and guidance activities), and offering placement assistance by which to encourage student to learn more about themselves and the world of work through direct assistance, resources and experiential opportunities.

Department of Management and Quantitative Studies

Via Generale Parisi, 13 – 80133 Napoli

Tel. +39 081 547 4142

www.management.uniparthenope.it

The Department of Management and Quantitative Methods (DISAQ) offers a high quality education in Business Administration and Management. The department offers two bachelor degrees: one in Business Administration, and one in Statistics and Informatics for Firms. In addition, it offers two Master Degrees: one in Marketing and International Management, and the other in Management and Business Finance. All the courses reflect the main competencies existing in the department: corporate strategy, marketing, international business, finance, and quantitative methods. In addition, the department is strongly investing on e-learning to help students who cannot attend the university, and it's always promoting activities related to creativity and entrepreneurship, in order to help the territory in facing the plagues of strong unemployment, and firms' mortality.

The faculty is indeed composed by professors specialised in the following fields: marketing, innovation management, corporate strategy, international management and cross-cultural management. They are involved in the Regional PhD program in management, built together with other two important universities: Federico II and SUN, and they actively participate in international networks on their research themes.

Together with the Department of Economics and Law, and the Department of Business Administration and Economics, the Department of Management and Quantitative Studies is located in a very fascinating and functional 35,000 squared meters building named Palazzo Packanowski. It is located in the center of Naples, in Via Generale Parisi.

Bachelor's Degree Course in Business Administration

Coordinator: Prof. Chiara Cannavale
chiara.cannavale@uniparthenope.it

Course Overview

The Bachelor Degree in Business Administration aims at educating students in the fields of management, and accounting, and preparing them to work in the main functional areas of private and state-owned firms, both in the industrial and service domain. The peculiarities of this bachelor refers to:

- a strong emphasis on management, and on domains connected to the main companies' functions, such as marketing, organization, operations and logistics;
- b) integration of the educational activities concerning diverse disciplines, such as business economics, economics, law and mathematics/statistics.;

the possibility to get a Double Degree in cooperation with one of the following Universities: Université de Bordeaux, TU Chemnitz, UBT.

The curriculum has been designed to help graduates build up a professional profile suitable to perform different in-company functions – such as business organisation, finance, programming and control, administrative and fiscal services – as well as to develop specific skills, also gained through elective modules and traineeships.

Career prospects

Modules are designed to facilitate graduates to build a professional profile suited to the business functional areas – organisation, marketing, production, finance, planning and control, administrative and fiscal services – as well as develop specific competences in the professional advisory activity, auditing and the organisation of financial services, or in the sector of shipping and logistic intermediaries. The degree course covers the subject areas required by the National Register of Accountants to practice one of the professions listed in section B, after a period of apprenticeship and the Public Qualifying Examination.

Upon completion of the first-level degree in Business Economics, graduates will be able to operate in all kinds of companies and markets; able to make their decisions on issues concerning several corporate functional areas; able to understand and use the typical tools for the company management; able to use the models of quantitative and qualitative evaluation of decision-making problems; able to apply the most appropriate managerial techniques for the solution of such problems; able to represent and formalize through their business communication skills the management problems, the relevant solutions and the subsequent qualitative and quantitative effects; able to use the tools for electronic data processing in order to support the formalization of decision problems, the evaluation of any alternatives, the implementation of the decisions made.

Degree structure

The course lasts three years: the first one focuses on the main knowledge bases of the degree, and consequently on: political economics, mathematics, law, business administration and accounting. The second year aims at developing the knowledge in the basic and transversal domains of statistics, economic policy, and business laws, and to cultivate students' knowledge in the domain of business management and finance. The third year focuses more on functions, with courses connected to marketing, organization, operations and logistics, and inter-firms cooperation. During this year, students can follow a traineeship, and prepare their final works, which they defend in front of a commission. In addition the curriculum offers students the possibility to improve their linguistic and IT skills. This bachelor is strongly international oriented, and tries to form graduates in a wider European perspective, by offering the opportunity to get a double degree with three different universities: The University of Bordeaux in France, the Technische Universitaet Chemnitz in Germany, and the University of Business and Technology of Pristina, in Kosovo.

1st year	ECTS
Business Administration	9
Private Law	9
Institutions of Public Law	9

Microeconomics	9
Applied Mathematical Methods	9
Accounting	9
IT skills	3

2nd year

Business Management	9
Commercial Law	9
Economics and Management of Financial Intermediaries	9
Firms financing	6
Business Statistics	9
Economic Policy	9
Elective module	6
Foreign language skills (English/French/Spanish/German)	9

3rd year

Marketing	9
Operations and Logistics	9
Organization	6
Inter-firms networks	6
Quality management and agri-food businesses	9
Elective module	6
Elective module	6
Internship and alternative activities	3
Final Examination	3

For further information, please visit our website:

www.management.uniparthenope.it, and

email to: cds.management@uniparthenope.it

Bachelor's Degree Course in Statistics and Information Technology for Business Management

Coordinator: Prof. Giovanni De Luca

giovanni.deluca@uniparthenope.it

Course overview

The degree in Statistics and Information for Business Management is designed to train graduates with an adequate knowledge of the disciplines in the area of statistics and information technology, by focusing on methods and tools especially designed to support business strategic decision-making and marketing policies.

The primary objective of the degree course is to promote the acquisition of specific skills: the collection, analysis and synthesis of business information; the building, management and analysis of company databases.

Career prospects

The first-level degree course in Statistics and Information Technology for Business Management aims to train graduates with an adequate knowledge of the disciplines of statistics and computer science, and it can provide the necessary support to strategic decision-making and marketing policies within a company.

This degree course qualifies graduates for admission to the Public Examination for the profession of junior actuary.

Degree structure

This degree course comprises 20 modules and an internship, and aims to provide:

- a good grounding in mathematics, information technology, statistics, political economics and business economics;
- specialised knowledge in applied statistics, applied IT and mathematics;
- knowledge of related subjects, such as information and communication law;
- knowledge of optional subjects that look into topics covered by the course.

Year I	ECTS
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Information and Communication Law	9
Business Economics	9
Introduction to IT for Business Management	9
Institutions of Political Economics	12
Mathematics	9
Statistics	12
Foreign Language skills (En/Fr/Es/De)	9

Year II	
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Data mining for Business Decisions	9
Business Economics and Management	9
Mathematical Methods for Economics	9
Simulation Models of Production Processes	6
Business Mathematical Software Design	9
Optional course	6

Year III	
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Market Analysis	9
Economic and Financial Time-Series Analysis and Forecasting	9
Quantitative Methods for Business Management	9
Customer Relationship Management and Databases	9
Data Collection and Business Analysis	6
Economic Statistics	9
Final project	3
Optional course	6
Internship and Extra-curricular activities	3

Detailed course descriptions are available on the department website:
www.sigi.uniparthenope.it

Master's Degree Course in Business Management and Finance

Coordinator: Prof. Chiara Cannavale

chiara.cannavale@uniparthenope.it

Course overview

The course aims at providing graduates with interdisciplinary skills and competences connected to management and finance as well as enabling them to develop strategic plans, make proper strategic business development choices, manage changes, and fit with managerial functions in the complex world of business finance.

The objectives of the course can be summarized in the acquisition of specialist knowledge in various fields of business management, with a focus on the management and optimization of the financial corporate decision-making. The particular focus on the development of financial skills makes this course unique among all academic courses within the area of Naples, and an essential pathway to complete Parthenope study programme. Graduates can also perform, in relation to specific objectives, external activities with traineeships at public and private organizations, both national and international.

Career prospects

Graduates in Business Management and Finance mainly find employment in the administrative, financial and control departments of public and private companies, as well as in consulting companies or as Chartered Accountants. Graduates are able to master the control mechanisms of financial as well as general management, which are functional to the achievement of predetermined strategic objectives.

Degree structure

The master degree in Business Management with Finance is a two-year course consisting of core, related, and complementary modules, as well as elective modules. Students have to pass 12 examinations, and have the possibility to complete their education through a traineeship period in public and private firms of industrial as well as financial, banking, and other service sectors.

In the first year, the master course aims at developing skills in the following areas: economics, corporate strategy, corporate finance, corporate governance, advanced mathematical models and innovation management. The second year is divided into two curriculums that interpret differently the role of finance in business: one focused on financial decision making and the support it offers to strategic management, and the other

focused on the relationships with financial intermediaries. During this year,, students can exert their skills in a period of internship, and have to write and defend their final thesis.

Year I	ECTS
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Strategic Analysis for Economic Policy	9
Corporate Strategy	9
Corporate Finance	9
Corporate Governance	6
Economics of Regulation	9
Business Advanced Mathematical Models	6
Technology and Innovation Management	9

Year II

Curriculum: Financial Intermediaries

Asset Management and Institutional Investors	9
Tax Law and Business Tax	6
European Union Competition Law	9
Economy and Management of Insurance Companies	6

Year II

Curriculum: Business and Finance

Venture Capital & Private Equity	9
Multinationals and Tax Systems Management	9
European Union Competition Law (module I)	6
Financial Control and Risk Management	6

Common core modules:

Foreign Language skills (En/Fr/Es/De)	6
Internship and alternative activities	3
Elective Module	9

For further information, please visit our website:

www.management.uniparthenope.it, and

email to: cds.management@uniparthenope.it

Master's Degree Course in Marketing and International Management

Coordinator: Prof. Chiara Cannavale

chiara.cannavale@uniparthenope.it

Course overview

The master degree in Marketing and International Management aims at providing students with the necessary understanding of marketing and international management fields. Graduates in Marketing and International Management will develop specific skills pertaining to the analysis and solution of issues related to the development of international business competition and the management of strategic and operational aspects of marketing. The course is organised according to an international perspective, offering students the possibility of a Double Degree in one of the most dynamic Baltic Countries: Lithuania.

Career prospects

Graduates can operate as entrepreneurs and managers in companies and institutions of the industrial and service sectors, both public and private; as managers and consultants for strategic activities and corporate governance (management, organization, production, marketing, finance, planning); as experts in the issues arising from the internationalization decision-making and its related marketing policies. Graduates can also perform, in relation to specific objectives, external activities with traineeships at public and private organizations, both national and international. Graduates from this course will hold an in-depth knowledge of the competitive mechanisms of the various national and international markets; develop the capacity to dialogue, interact and negotiate with people of different cultures; they will know how to optimize the relationships among all parties involved in business competitive areas, sometimes characterized by very different rules, values, and managerial behaviours; they will know how to manage people from different countries, use the marketing tools necessary to exploit the opportunities connected to globalization, and will understand the strategic and managerial implications of issues deriving from the market globalization. The focus on marketing represents an unique opportunities for

graduate, which develop their capability to manage international processes, but acquire also specific knowledge about the main example of Italian excellence worldwide.

Degree structure

The master degree in Marketing and International Management is a two-year course consisting of core, related, and complementary modules, as well as elective modules. Students have to pass 12 exams, and have the possibility to complete their education through an internship in national or international companies.

In the first year, the master course aims to develop skills in the following areas: Cross-cultural management; Political economics and international monetary economics; Financial management, Business planning, and Brand and Retail Management.

The second year is divided into two curricula: the former – namely International Management aims at prepare graduates for the management of international activities and projects, and focuses on statistical analysis, Company law, corporate social responsibility, international merger and acquisitions, as well as international networks in the service or technology field. The latter – namely Marketing – is much more focused on the development of graduates' marketing skills, although always according to an international perspective. It aims at developing graduates' knowledge in the following fields: Market analysis, EU law for marketing, customer experience management, fashion and luxury management, and digital marketing. During this year, students can exert their skills in a period of internship, participate in the DD program with Vilnius University, and have to write and discuss their final thesis.

Year I	ECTS
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Cross-cultural Management	9
International Monetary Economics	9
Economic Policy and Market Regulation	6
International Financial Management	6
Business Planning	9
Brand and Retail Management (module I)	6
Brand and Retail Management (module II)	6

Year II

Curriculum: International Management

Models for Statistical Analysis	9
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Company Law	6
International Trade Law	6
International M&A	6
<i>or in alternative</i>	
<i>Business Ethics and CSR</i>	6
International Service Management	9
<i>or in alternative</i>	
<i>International Innovations Networks</i>	9

Year II

Curriculum: Marketing

Quantitative Methods for Business Analysis	9
Marketing Law	6
EU Competition Law (module I)	6
Customer Experience Management	6
<i>or in alternative</i>	
<i>Fashion and Luxury Management</i>	6
Digital Marketing	9

Common core modules:

Foreign Language skills (En/Fr/Es/De)	6
Elective module	9
Internship or alternative activities	3
Final examination	15

For further information, please visit our website:

www.management.uniparthenope.it, and

email to: cds.management@uniparthenope.it

Further information about Degree courses

Website of the Department of Management and Quantitative Studies (DISAQ)

<http://www.disaq.uniparthenope.it/>

Courses Timetable

<http://www.disaq.uniparthenope.it/OrariLezione/VediOrari.asp>

Professors contacts

http://www.disaq.uniparthenope.it/dipartimento/pagine_docenti.asp