



PROFESSIONAL MASTER PROGRAMME SHEET - 2026-2027 A.Y.

<b>Title</b>	Master in Gestione d'Impresa/Business Management
<b>Code</b>	5838
<b>Level</b>	Level I
<b>Director</b>	Prof. Angelo Manaresi
<b>Registration fee for selection and enrolment fee</b>	<p>Registration fee for selection: € 60.00</p> <p><b>non-refundable contribution for administrative services (Article 1 of the call for applications).</b></p> <p>Enrolment fee: € 13.800</p> <p>Total contribution in figures:</p> <ul style="list-style-type: none"> <li>• First Instalment € 1.850 to be paid strictly by 26/05/2026 for Round 1, 28/07/2026 for Round 2, 6/10/2026 for Round 3, and 1/12/2026 for Round 4.</li> <li>• Second Instalment € 7.000 to be paid by 31/12/2026</li> <li>• Third Instalment € 4.950 to be paid by 30/03/2027</li> </ul> <p>Details regarding the payment methods for the second and third instalments, which must be settled by their respective deadlines, will be communicated to participants in due time via email.</p> <p>If external funding is provided by sponsoring institutions, full waivers and/or reduced tuition fees may be granted to candidates achieving the highest rankings across the four selection rounds.</p> <p>Reduced Tuition Schemes:</p> <p><b>Band 1:</b> reduced tuition € 10.800. First instalment € 1.850; second instalment € 7.000; third instalment € 1.950.</p> <p><b>Band 2:</b> reduced tuition € 8.800. First instalment € 1.850; second instalment € 6.950.</p> <p><b>Band 3:</b> full tuition waiver; in case of a full waiver, students are still responsible for a fixed fee of € 184,54 (regional tax, stamp duties, insurance, and diploma issuance).</p> <p>Tuition may also be covered by third-party sponsors (Public Bodies, Foundations, Companies, etc.). In such cases, the candidate must promptly request from the Program Office (<a href="mailto:professionalmasters@bbs.unibo.it">professionalmasters@bbs.unibo.it</a>) the nominal <i>Letter of Intent template</i>, through which the sponsoring entity formalizes its commitment and submits it to the University of Bologna via PEC (to: <a href="mailto:scriviunibo@pec.unibo.it">scriviunibo@pec.unibo.it</a>; cc: <a href="mailto:master@unibo.it">master@unibo.it</a>).</p>



<b>Subject area</b>	Social, Economics, Law
<b>Professional master programme description:</b>  <b>objectives/targets</b>	<p>Pursuant to Decree no. 270 of 22 October 2004 of the Italian Ministry of Education, University and Research, for the academic year 2026–2027, Alma Mater Studiorum – Università di Bologna, with Bologna as the administrative seat, will run a first-level professional master programme in “Gestione d’Impresa/Business Management.”</p> <p>The Professional Master’s Programme has been set up on the proposal of the Department of Management (DISA) and in cooperation with Fondazione Bologna Business School (BBS)</p> <p>The programme lasts for one-year, full-time attendance, delivered in Italian for Italian concentrations and in English for English concentration, awards 60 CFU (ECTS) and aims to train people who can work as managers in a specific company function or to compete for management positions over time. The sectoral focus provides an important element of competence and differentiation for building the career path and for developing skills related to the industry of interest. The master is divided into the following concentrations:</p> <p>Italian language concentrations:</p> <ul style="list-style-type: none"> <li>• Food and Wine</li> <li>• Made in Italy</li> <li>• Media, Publishing and Content Management</li> <li>• Omnichannel Retail and Digital Commerce</li> <li>• Sport Management</li> </ul> <p>English language concentrations:</p> <ul style="list-style-type: none"> <li>• Global and Emerging Markets</li> <li>• Green Management and Sustainable Businesses</li> <li>• Italian Premium Brands</li> <li>• Life Sciences, Pharma and MedTech</li> <li>• New Space Economy</li> <li>• Tourism, Heritage and Events</li> </ul>
<b>Titles required for admission</b>	<p>The programme is reserved for candidates who, by the time of enrolment (26/05/2026 for window 1, 28/07/2026 for window 2, 6/10/2026 for window 3, 1/12/2026 for window 4) are in possession of the following qualifications and access requirements:</p>



	<ul style="list-style-type: none"> <li>• All first cycle degree and/or second / single cycle degree obtained under D.M. 270/04 or first cycle degree and/or second / single cycle degree obtained under the laws previously in force (DM 509/99 and Old Regulations);</li> <li>• First cycle degree and/or second / single cycle degree obtained abroad deemed equivalent to those described in the point above by the admission committee, for the purposes of admission to the Master.</li> </ul>
<b>Other admission requirements</b>	<p>The documents required for the selection process are specified in the operational instructions (front-and-back copy of a valid ID; degree certificate), in addition to the specific documents listed below:</p> <ul style="list-style-type: none"> <li>a) Curriculum Vitae (in Italian or English, according the chosen concentration);</li> <li>b) Motivation Letter (in Italian or English, according the chosen concentration);</li> <li>c) Reference Letter (optional, in Italian or English, according the chosen concentration);</li> <li>d) Concentration Form;</li> <li>e) Passport-style identification photo;</li> <li>f) English language proficiency certificate (TOEFL, IELTS, or Cambridge English) demonstrating a minimum level of B2 according to the Common European Framework of Reference. Applicants who do not hold such certification will be required to sit a written test to verify English proficiency;</li> <li>g) If available, GMAT or GRE score report, with a minimum score of 550 (GMAT) or equivalent (GRE). Candidates who do not possess such certification will be required to take the written aptitude test.</li> </ul> <p>Applicants holding a degree obtained abroad, if admitted, will be required to present the original documentation to the Master's Office, in accordance with what is stated in the <i>Conditional Enrollment Form</i>.</p>
<b>Course structure</b>	<p><b>Shared Courses:</b></p> <ul style="list-style-type: none"> <li>• Accounting and Control - Subject group: SECS-P/07 – ECTS credits: 3</li> <li>• Corporate Finance – Subject group: ECON-09/A – ECTS credits: 3</li> <li>• Marketing – Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Marketing Research - Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Digital Marketing - Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Supply Chain Management – Subject group: ING-IND/17 – ECTS credits: 3</li> <li>• Business Ethics and Sustainability – Subject group: ING/IND/35 – ECTS credits: 1</li> <li>• Introduction to Generative AI – Subject group: INF/01 – ECTS credits: 1</li> </ul>



**Courses for Food & Wine Concentration – Italian Language**

- Economia e Management delle imprese agroalimentari – Subject group: SECS-P/08 – ECTS credits: 3
- Marketing e comunicazione per il Food & Wine – Subject group: SECS-P/08 – ECTS credits: 3
- Food & Wine Management and Company Project Work – Subject group: SECS-P/08 – ECTS credits: 10

**Courses for Made in Italy Concentration – Italian Language**

- Industrial Design – Subject group: SECS-P/08 – ECTS credits: 3
- Luxury Management – Subject group: SECS-P/08 – ECTS credits: 3
- Made in Italy Management and Company Project Work – Subject group: SECS-P/08 – ECTS credits: 10

**Courses for Media, Publishing and Content Management Concentration – Italian Language**

- Progettazione dei contenuti editoriali e mediali – Subject group: PHIL-04/B – ECTS credits: 3
- Organizzazione e modelli di business dei media – Subject group: PEMM-O1/B – ECTS credits: 3
- Contemporary Screen Cultures: media, immaginari e società and Company Project Work – Subject group: PEMM-O1/B – ECTS credits: 10

**Courses for Omnichannel Retail and Digital Commerce Concentration – Italian Language**

- Retail and Category Management – Subject group: SECS-P/08 – ECTS credits: 3
- Digital Commerce - Subject group: SECS-P/08 – ECTS credits: 3
- Omnichannel Management and Company Project Work – Subject group: SECS-9/08 – ECTS credits: 10

**Courses for Sport Management Concentration – Italian Language**

- Gestione delle imprese di attività sportive - Subject group: SECS-P/08 – ECTS credits: 3
- Gestione delle imprese di prodotti, attrezzature e tecnologie per lo sport - Subject group: SECS-P/08 – ECTS credits: 3
- Sport management and Company Project Work - Subject group: SECS-P/08 – ECTS credits: 10

**Courses for Green Management and sustainable businesses Concentration – English language**

- Strategy and performance of sustainable businesses - Subject group: ING-IND/35 – ECTS credits: 3
- Corporate social responsibility – Subject group: SECS-P/08 – ECTS credits: 3



	<ul style="list-style-type: none"> <li>• Green Management and sustainable businesses and Company Project Work – Subject group: SECS-P/08 – ECTS credits: 10</li> </ul> <p><b>Courses for Global and Emerging Markets Concentration – English language</b></p> <ul style="list-style-type: none"> <li>• Omnichannel strategy in international markets - Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Internationalization of companies – Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Management of Global and Emerging Markets and Company Project Work – Subject group: SECS-P/08 – ECTS credits: 10</li> </ul> <p><b>Courses for Italian Premium Brands Concentration – English language</b></p> <ul style="list-style-type: none"> <li>• Industrial Design – Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Luxury Management – Subject group: SECS-P/08 – ECTS credits: 3</li> <li>• Italian Premium Brands Management e Company Project Work – Subject group: SECS-P/08 – ECTS credits: 10</li> </ul> <p><b>Courses for Life Sciences, Pharma and MedTech Concentration – English language</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship, Innovation and IP management in biomed industries – Subject group: ING-IND/35 – ECTS credits 3</li> <li>• Technology and Operations management in biomed industries – Subject group: BIOS-11/A – ECTS credits 3</li> <li>• Life Science, Pharma and Medtech Management and Company Project Work – Subject group: MED/08 – ECTS credits 10</li> </ul> <p><b>Courses for New Space Economy Concentration – English language</b></p> <ul style="list-style-type: none"> <li>• Innovation and management in the industry - Subject group: ECON-07/A – ECTS credits 3</li> <li>• Regulation, industry and supply chain contracts and the role of Governments - Subject group: GIUR-02/B – ECTS credits 3</li> <li>• Management of space economy and Company Project Work - Subject group: SECS-P/08 – ECTS credits 10</li> </ul> <p><b>Courses for Tourism, Heritage and Events Concentration – English language</b></p> <ul style="list-style-type: none"> <li>• Event Planning – Subject group: SECS-P/08 – CFU 3</li> <li>• Tourism and Culture – Subject group: SECS-P/08 – CFU 3</li> <li>• Tourism, Heritage and Events Management and Company Project Work – Subject group: SECS-P/08 - CFU 10</li> </ul>
<b>Administrative office</b>	Bologna
<b>Place of teaching</b>	<p>Bologna Business School</p> <p>Villa Guastavillani - Via degli Scalini 18, 40136 Bologna</p> <p>Campus, New Building – Via degli Scalini 23, 40136 Bologna</p>



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<b>Language</b>	Italian or English, according to the concentration
<b>Duration</b>	Annual
<b>ECTS credits</b>	60
<b>Compulsory attendance</b>	70%
<b>Teaching delivery methods</b>	<p>In-person attendance. Classes are scheduled from Monday to Friday, between 9:00 AM and 6:00 PM.</p> <p>For further information, please contact the Programme Office at <a href="mailto:professionalmasters@bbs.unibo.it">professionalmasters@bbs.unibo.it</a></p>
<b>Available places</b>	Min. 15 – Max. 150
<b>Application deadline (to register for selection)</b>	<p>Round 1: 27/04/2026</p> <p>Round 2: 29/06/2026</p> <p>Round 3: 07/09/2026</p> <p>Round 4: 2/11/2026</p>
<b>Selection date</b>	<p>The selection process will take place as follows:</p> <ul style="list-style-type: none"> <li>• For applicants in Round 1: 30/04/2026 (written aptitude test and written English test) and 05–06/05/2026 (motivational interview);</li> <li>• For applicants in Round 2: 02/07/2026 (written aptitude test and written English test) and 07–08/07/2026 (motivational interview);</li> <li>• For applicants in Round 3: 10/09/2026 (written aptitude test and written English test) and 15–16/09/2026 (motivational interview).</li> <li>• For applicants in Round 4: 5/11/2026 (written aptitude test and written English test) and 10–11/11/2026 (motivational interview);</li> </ul>
<b>Selection method</b>	<p>Admission to the Master's programme is subject to the successful completion of the selection process, which consists of a written aptitude test, a written English language test, and a motivational interview. The Evaluation Committee may award a maximum of 100 points, and the minimum score required to be deemed eligible is 60/100.</p> <p>The written aptitude test and the written English test do not contribute to the final score; however, they are considered prerequisites for accessing the motivational interview.</p> <p>All selection tests will be conducted online via videoconference, at a time that will be communicated to candidates and in any case scheduled between 8:00 AM and 8:00 PM (Italian time).</p> <p>Candidates must attend the test with a valid identification document.</p>



	<p>Candidates who meet the eligibility requirements and who rank within the available slots—based on their overall score—will be admitted to the Master’s programme.</p> <p>In the event of a tie, preference will be given to the younger candidate.</p>
<b>Date of ranking list Publication and opening of enrolments</b>	<p>Round 1: 12/05/2026</p> <p>Round 2: 14/07/2026</p> <p>Round 3: 22/09/2026</p> <p>Round 4: 17/11/2026</p> <p>The rankings can be consulted on <a href="#">Studenti Online</a> by entering your username and password</p>
<b>Enrolment period</b>	<p>Round 1: from 12/05/2026 to 26/05/2026 at 11:59 PM</p> <p>Round 2: from 14/07/2026 to 28/07/2026 at 11:59 PM</p> <p>Round 3: from 22/09/2026 to 06/10/2026 at 11:59 PM</p> <p>Round 4: from 17/11/2026 to 1/12/2026 at 11:59 PM</p>
<b>Students with a civil disability certificate of 66% or higher or a certificate pursuant to Law 104/92</b>	<p>A number of 2 places are envisaged, even if they exceed the maximum number of available positions, for candidates who are deemed eligible through the selection process. These places include an exemption from tuition fees, net of fixed charges and the application fee.</p> <p>For detailed information on the application and matriculation procedure, please refer to the single call for applications, art. 9</p>
<b>Alumni Association members</b>	<p>There are 2 reserved places, even in addition to the maximum number.</p> <p>For details on how to apply, please refer to the single call for applications, art. 9</p>
<b>Auditors</b>	<p>There are auditors in a proportion of no more than 20 % of those enrolled, in accordance with art. 10 of the call for applications.</p> <p>Interested persons must indicate their willingness directly to the professional master programme Administration Office by the enrolment deadline. Acceptance of the request will be communicated by 1/12/2026.</p> <p>If not, all auditor places are filled by the above deadline, the Director reserves the right to also assess applications received later, until the</p>



	<p>available places are filled and, in any case, no later than the beginning of the lessons.</p> <p>The auditor fee is € 8.800</p> <p><i>(single instalment to be paid at the time of enrolment, the amount of which may be reduced by up to 50% of the registration fee).</i></p> <p>For information on the auditor status, please refer to art. 10 of the single call for applications.</p>
<p><b>Implementing procedures:</b></p> <ul style="list-style-type: none"> <li>• <b>Internship/project work</b></li> <li>• <b>Final examination</b></li> </ul>	<p>Internship: 600 hours – 24 ECTS</p> <p>Final Assessment: Upon verification of the regular completion of all payments, fulfillment of the minimum attendance requirement, successful completion of all examinations, and submission of all documentation required for the activation of the academic career, candidates must undergo an oral defense, either in person or online, of their internship report/project work. The purpose of the defense is to assess whether the learning outcomes defined by the Master's programme have been achieved.</p> <p>For information, please contact the professional master programme Program Office (<a href="mailto:professionalmasters@bbs.unibo.it">professionalmasters@bbs.unibo.it</a>)</p>
<p><b>Start of lessons and information on the calendar of learning activities</b></p>	<p>Classes will begin in December 2026.</p> <p>Classes are held from Monday to Friday, between 9:00 AM and 6:00 PM, from December 2026 to July 2027. The programme is followed by the internship or project work.</p>
<p><b>More information</b></p>	<p>Students who decide to withdraw from or renounce participation in the Master's programme after having paid one or more instalments are not entitled to any refund of the amounts paid, regardless of the reason.</p> <p>Withdrawal from studies is a formal and irrevocable act through which a student terminates their academic career. The withdrawal form must be requested from the Master's Office (<a href="mailto:master@unibo.it">master@unibo.it</a>) and returned duly completed, signed, and affixed with the required revenue stamp, together with a front-and-back copy of a valid identity document and the university badge.</p> <p>For non-EU students, withdrawal from studies results in the loss of the requirements necessary to remain legally in Italy.</p> <p>It is not permitted under any circumstances to request a transfer from one Master's programme to another, nor to any other course offered by the University.</p> <p>The activation of each track is subject to reaching a minimum of 7 enrolled students. If this threshold is not met, the Master's Directorate reserves the</p>





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	<p>right not to activate the track. The choice of track must be indicated in the form attached to this call and submitted together with the application documents. The track selection must be confirmed during the selection process.</p> <p>If the chosen track is not activated due to an insufficient number of enrolled students, the admitted candidate who has already completed enrollment may either transfer their registration to another track that is activated or withdraw from the Master's programme and request reimbursement of the first instalment (excluding the stamp duty). Once the selection process is completed, it is not possible to transfer to another track if the confirmed track is activated, except in cases expressly authorised by the Master's Directorate.</p>
<b>For administrative information</b>	<p>Contact the Ufficio Master at <a href="mailto:master@unibo.it">master@unibo.it</a></p> <p><b><u>Virtual help desk</u></b> Mondays and Fridays from 9.00 am. to 11.30 am</p>
<b>For scientific and teaching information</b>	<p>Bologna Business School - Via degli Scalini 18 - 40136, Bologna</p> <p>In person (by appointment via email or phone): from Monday to Friday from 9:00 to 13:00 and from 14:00 to 18:00.</p> <p>Alessandra de Nichilo - +39 051 2090145 - professionalmasters@bbs.unibo.it</p> <p>Michele Coco - +39 051 2090169 - professionalmasters@bbs.unibo.it</p>