

SEM

**BUSINESS ADMINISTRATION AND MANAGEMENT,
CURRICULUM IN SERVICE MANAGEMENT**

USEFUL INFORMATION

PROGRAMME BEGINS: September 2018

DURATION: 2 years full-time

LANGUAGE: English

INTERNATIONAL CLASS of 30 Students

SELECTION PROCEDURE

ONLINE APPLICATION: SEM website >> Admissions

APPLICATION DEADLINES: first intake 17 May 2018.
Exclusively in case of places left available,
a second round of selection will be scheduled in July 2018.

SEM

**SECOND CYCLE DEGREE/MASTER
UNIVERSITY OF BOLOGNA**

**PROGRAMME DIRECTOR:
Prof. Paola Giuri**

**PROGRAMME OFFICE:
Via Angherà 22 - second floor | 47921 Rimini**

**PHONE +39 0541 434119
E-MAIL: cdl.sem@unibo.it**

**TUITION FEE: Max amount about € 3.076
(exemption or reduction according to personal
financial situation)**



www.servicemanagement.unibo.it

Facebook: SEM International Degree Programme-Rimini Unibo

SEM



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCHOOL OF ECONOMICS, MANAGEMENT, AND STATISTICS

**SCHOOL OF ECONOMICS,
MANAGEMENT, AND STATISTICS**

SERVICE MANAGEMENT

**SECOND CYCLE
DEGREE/
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RIMINI

SEM



COURSE STRUCTURE

First year	HRS	ECTS
Crash Courses in Economics, Statistics, Accounting and Finance		
I.C. of strategic management		
Service business models	30	6
Innovation and web based business models	30	6
I.C. of economics		
Industrial organization	30	6
Behavioural economics	30	6
Business data analysis	30	6
I.C. of accounting		
Financial reporting	30	6
Multidimensional reporting	30	6
International commercial law	30	6
Human resource management and leadership	30	6
Second year	HRS	ECTS
I.C. of Customer Relationship Management		
Managing satisfaction and dissatisfaction	30	6
Service performance metrics	30	6
I.C. of International Business		
International management	30	6
Business plan	30	6
Laboratory of service value management		
Strategic cost management laboratory	30	3
Value pricing laboratory	30	3
Corporate finance	30	6
Firm laboratory	30	3
Electives (Business Simulation, Project Management)		12
Final examination		15

Learning outcomes

Service Management (SEM) aims at developing professional profiles tailored to service management in both industrial and services companies operating in domestic and international markets. Students will learn the knowledge and tools needed to design and implement successful strategies and operations associated with service management in national and international firms and with service delivery to client firms or customers. Courses deal with the classic issues of management and organization of firms while they are deeply concerned with the specific requirements arising out of the internationalization and innovation in the context of production and service activities.

International

- SEM classes are entirely taught in English, by UNIBO and international professors
- SEM strongly advises students to apply for mobility exchange programmes like Overseas and Erasmus+, for a period from three to twelve months

Career opportunities

Large and small/medium sized companies, public organizations and start-ups in manufacturing and service sectors, acting as: marketing or purchasing manager or staff, sales manager or staff, general manager, export manager, financial manager of services, customer relationship manager, customer operations manager, service manager, business analyst, management control.

Project works with companies

SEM provides the opportunity to take part into PROJECT-WORKS with selected companies during the first semester of the second year of studies. The aim of the PROJECT WORKS is to engage students, apply skills and tools acquired during the programme, develop team

work and strengthen the collaboration with companies. Students will develop projects on a topic identified by the company, involving the following teaching activities: strategic management, innovation strategy, international business, marketing.

Admission requirements

Candidates shall possess:

- 1st cycle degree or equivalent Bachelor qualification valid for the admission to Italian Universities;
- knowledge of fundamental elements in business, economics, law and mathematical-statistical disciplines;
- English language (LEVEL B2).

Admission is conditional on the assessment by an appointed commission, which will evaluate the applicants on the basis of:

Part 1: CV Evaluation

Academic merit
Motivation
Coherence
International Studying or working experience

Part 2: Interview (in Rimini or Skype)

Scholarships and financial aid

International students can apply for:

- Study grants Unibo Action 2 (a study grant worth 11.000€ gross assigned on the basis of the SAT and GRE tests)

SEM program offers:

- Two awards for the best 1st year students
- Two scholarships for dissertation and internship abroad on a merit basis.
- Two awards for the best dissertations
- ERASMUS+ and OVERSEAS grants
- Additional scholarships offered by the School of Economics, Management, and Statistics.