



SCHOOL OF MANAGEMENT
UNIVERSITÀ LUM



LOOK FORWARD

TRAINING OFFER 2021/2022



LUM SCHOOL OF MANAGEMENT

TRAINING OFFER

A.A. 2021/2022

SCHOOL OF MANAGEMENT

OUR HISTORY



Born in 2004, the School of Management of the University LUM offers 64 University Masters, 24 Executive Master and more than 50 postgraduate courses.

Apart from the traditional comprehensive postgraduate education as well as specialising vocational courses, the School provides a wide range of high-valued scientific activities.

It promotes many initiatives such as seminars, conferences, symposia and Summer Schools like Start-up management & Venture capital. The School gives opportunities to meet and debate on corporate innovation processes, participating in the realization of experimental and research initiatives with leading public and private managers.

It also addresses society, law and business issues through the courses and master programmes provided by the School of Law and the School of International Studies, respectively.

In this development process, the School has gradually consolidated numerous and important relations with companies, public institutions, healthcare organizations and social enterprises in which it serves as a privileged interlocutor. By this perspective, its aim is to give a contribution within the institutional and cultural pattern by providing expertise and resources as well as

deep commitment to improvement and growth of Italy and the Mediterranean area. In other words, LUM School of Management, along with its compounding parts, presents a modern organization, capable to translate the principles of its founder: strengthening exchange patterns between the Faculty and students; between academia and the productive system while creating valuable synergies in favour of students. It is important to emphasise on the high quality placement provided by the School. It provided a range of benefits and positive impacts not only to students, both in terms of their academic performance and employability skills but also to local, private and public, companies and firms which agreements and memorandum of understanding have been signed.

The School of International Studies was established in 2018 with the aim of creating a specialized postgraduate education for international managers on relevant economic and social issues. However, the future history of the School is still to be written: pages that will narrate the pride and the passion of those who participate in this hard adventure for building the progress of the Country with the strength of values, ideas and aspirations.

SCHOOL OF MANAGEMENT

OUR MISSION



Common purpose and universal values, a system of thought and belief that unite highly diverse people, the importance of learning for both individuals and groups, awareness development, generosity, trust and social consensus: these are goals leading towards a new humanism. This is a new perspective through which it will be possible to encourage the engagement of individuals, increase their ability to learn, encourage the development of free information flows in order to improve business results and enhance talents.

For this, the main challenge that entrepreneurs, managers, public leaders have today is to think and suggest new organisational and managerial models emphasizing on innovative relationships and human behaviour that enable the creation of more efficient systems leveraging on what is the best part of the people.

Today people need to have the motivation and the ability to lead their organisations to do new things in new ways. Consistent with its Vision, the Mission of LUM School of Management is to:

- Be characterised as a School of thought, nationally and internationally valuable and able to influence decision makers through the validity of their ideas;
- Propose innovative and border issues, anticipating the market's trends and customers' expectations;
- Contribute to the development of innovative community and territory's models as well as managerial tools for the 3 types of sectors (profit, non-profit, and public);
- Develop content and distinctive products and excellence in postgraduate education;
- Assist companies and public organisations in focusing on implementation;
- Design and develop relationships and partnerships with national and international stakeholders.



MASTER

Foundation year



6.000



LUM University School of Management Foundation Year is a study program, taught in English, and mainly designed for candidates who do not have minimum requirements of education, according to the present law, for enrolling in Italian universities.

Attendance is compulsory for all the duration of the Foundation Year.

In order to obtain the final degree, students must be provided with all credits of the educational path attended.

The candidates, who successfully finished the whole FY, will be enabled to enrol in a Bachelor's Degree Course or make it valid as a preparatory year for attending a University Master's Degree at LUM University.

The Foundation Year has a duration of 280 hours.

Course structure

The amount of hours is divided as follows:

Business Administration	12 CFU
Economics and Geopolitics	12 CFU
Marketing and Social Media	6 CFU
English Language and English for Academic Purposes	7 CFU
TOT.	37 CFU

MIBC

International Business in China

7th edition



Milan and Shanghai



• €13,900,00
with 3 months internship in
Shanghai (China)

• €8,000,00
with a 3 month internship in Milan
or another Italian city



Partner



The program of this one-year Master in International Business in China (MIBC) intends to provide graduates with a comprehensive and critical understanding of key issues in international business and economic development, as well as valuable perspectives on China's economies and multinationals. Its ultimate objective is to prepare participants with strong skills for a successful international business career in Asian markets, more specifically, in the development of projects and partnering relationships between Italy and China.

Facing the profound global transformations, the Chinese economy represents the point of reference for Italian firms both for its processes of commercial expansion worldwide and for its management strategies in the production's delocalisation. Also, due to the greatest interest that the most important Chinese corporations show towards Italian firms which are often object of acquisition and partnership. In this realm, this Master stands as a real transforming experience for newly talented graduates willing to gain a comprehensive understanding of global business and a deep insight into China's dynamic business environment as well as knowledge about China's history, culture, law, and policy. The program is designed to equip graduates with a mix of analytical and problem-solving business-related skills with a very strong emphasis on relevant international challenges and emerging issues in international business.

The Master, entirely taught in English, aims to provide students with a cutting-edge education, with both advanced knowledge and practical sense of Asian management models, creating a community of diverse culture.

The Master programme is divided in two phases: the first one is held in Milan and focuses on international business issues and cross-cultural management in Asian markets.

The second phase considers an internship programme in Shanghai which combines a specialising programme with a strictly personalised traineeship guaranteed to all students. For participants lacking of an economic background, there is the opportunity to attend classes in Business Administration e Accounting.



MIFL

Made in Italy, Fashion and Luxury Management

4th edition



Milan



8.000



The program of this Master aims to develop high skills and a solid expertise in the main sectors where the Made in Italy's brand is developed, with particular attention to the sectors of Fashion (clothing, footwear, leather goods, and jewellery) and Luxury.

Confronted with a progressive market globalisation, the Master in Made in Italy, Fashion & Luxury Management intends to develop and train talented professionals enabled to create and establish international relations with the main Made in Italy's importing countries (USA, China, Russia, Middle East) through innovative communication strategies which are also based on new technologies.

The Master program is divided in three phases: the first one is held in Milan and focuses on international business issues and strategic marketing.

The second phase, instead, considers the sectors of Made in Italy, Fashion & Luxury with a more practical and applicative approach which gives value either to the speakers' professional experiences either to the firms' industry.

The third phase considers a traineeship program.

For participants lacking of an economic background, there is the opportunity to attend classes in Business Administration e Accounting.



MADEM

Arts & Design Management

4th edition



Milan



8.000



Culture and creativity will have an increasingly important role in the Italian economy and its labour market. That is why it is necessary to train professionals capable of managing and developing, with a sustainable and innovative approach, enterprises working in the creative and cultural industry. In this context, the University Master in Arts & Design Management (MADEM) offers a path of advanced training aimed at educating professionals who will be able to manage cultural enterprises' growth, practice principles and tools of design, and build innovative partnerships between the world of art and design and traditional industrial environments.

The University Master in Arts & Design Management is a national program of advanced training for graduates in humanities and economic management and for professionals working or willing to work for organizations in the artistic, creative and cultural fields (e.g. museums, theatres, festivals, foundations, profit and non-profit enterprises and organizations, public bodies). The University Master's aim is to develop technical and specialized knowledge and skills, leadership and soft skills for people willing to have roles of higher responsibility or to work as a consultant or entrepreneur in art, culture and creativity, also interested in developing collaborations and interactions between these fields and traditional business in a logic of enhancing innovation and stimulating new entrepreneurship. In this context, the aim of the Master is to analyse and develop – in a multidisciplinary, specialized and integrated dialogue – models, techniques, approaches and business-oriented managing tools, and also guidelines for adoption. All of this is fundamental for supporting innovation in "arts organizations", creating and developing collaborations of creativity, arts and culture with the business world for answering the increasing needs of training and the know-how that public administrations, enterprises, managers and professionals workers, or willing to work, show in these fields nowadays. Particular attention shall be given to the improvement from using tangible and intellectual capital, developing processes of learning and specializing teachings and general know-how, to the identification and management of elements useful for growing and innovating both personal and professional. Importance will be also given to the growth of human resources, marketing guidelines, project and economic resources management. In order to improve the opportunities for organization and the impacts of arts organization at a socio-cultural, occupational, territorial level, digitalization, funding and fundraising will have a key role.

MOAMES

Monitoring, Modelling
& Management of
Environmental Systems

4th edition



Milan



8.000



The Master in "Monitoring, Modelling & Management of Environmental Systems" aim is to provide a solid scientific foundations in the study of environmental problems and the management of the environment. It allows the development of core skills in process systems management and environmental systems approaches providing students with the managerial, mathematical and empirical tools necessary to address complex issues marked by interrelated political, environmental, and social aspects.

The ultimate goal of this programme is to deal with the issues of Green Economy and systems of environmental and territorial knowledge-related tools by applying a theoretical and practical approach to their study. With a depth analysis and study of those issues, studied according to an integrated approach, the students will responsibly enable public managers and local administrators to respond to the needs and demands of their local communities.

While it is designed to provide an in-depth understanding of the abovementioned particular area of emphasis, it is also intended to create in students a further appreciation for the interdisciplinary character of any environmental systems.

With an increasing awareness of the environmental impact on people's lives at all levels, the course will provide students with the necessary combined skills of dealing with the changing environmental needs as well as the continuous challenges facing the environment.

The Master program is devoted to train professional profiles able to accurately manage the application of management and technology processes to support public and private organisation in achieving sustainability (environmental, social and economic) in order to ensure more efficiency in support of competitiveness.

MACEU

Careers with the
European Union

4th edition



Milan



8.000



As a result of the processes of European integration, European lawyers, policy-makers and managers need to be internationally oriented and culturally open for supporting the political, social and economic improvement of the European Institutions. The Master in "Careers with the European Union" (MACEU) is a one-year, practice-oriented program that aims to prepare talented graduates to kick-start their international careers. The Program merges academic rigor with practical relevance to offer students a unique learning experience. Through interactive lectures, live case discussions, field projects and group work, the Master provides students with frameworks, tools and techniques to build the a set of skills required to have the opportunity to make a difference in Europe.

The internship programme (not compulsory) lasts from 1 to 2 months, according to the choice made at the time of the enrolment. The European Institutions will be selected, according the preferences expressed by the candidates, for their personal development plan.

The candidates will be introduced to their Academic Tutor in Italy, and they will coach the students during the internship programme. Networking events and activities will be promoted to enrich the experience in Brussels in order for the students to meet other international young professionals.



GENERAL INFORMATION

The Master programs welcome recent international graduates from a variety of study disciplines and cultural backgrounds. This ranges from those with no professional experience looking for a degree programme that acts as bridge to the real world as well as candidates with up to two years of professional background who seek in-depth knowledge of how theory applies to the real world.

A proven fluency in English (the teaching language) is required.



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