

ROME
CITY
INSTITUTE



BACHELOR DEGREE IN INTERNATIONAL BUSINESS



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OUR CURRICULUM

FIRST YEAR

- Principles of accounting
- Political Economy
- Introduction to Private Law
- Mathematics for Management
- Management theory of private and public firms
- Financial accounting
- Monetary economics
- Business English

SECOND YEAR

- Statistics
- Fundamentals of management
- Economics of Financial Intermediaries
- Corporate law
- Global Strategic Management
- Banking
- Tax Law
- Elective modules

THIRD YEAR

- International project management
- Digital technologies for business
- International Marketing
- Corporate Finance
- Elective skills
- Work experience
- Final dissertation

PROGRAM LEARNING OUTCOMES

The Bachelor Degree in International Business is designed for students pursuing a career in global business management in a variety of settings including for profit and not-for-profit organizations, industry and government.

- Explain business expansion abroad and key issues related to their operations in other countries.
- Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
- Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
- Be able to use the knowledge in new settings within the fields of economics and business administration.
- Have advanced knowledge of economics and business administration and specialized insight into marketing, innovation and entrepreneurship
- Learn to critically analyze the risk and opportunities presented for businesses that operate in the global arena and develop financial models and strategic proposals to communicate this information for decision-making.
- Focus on how to manage cultural interdependence, with a consideration of issues of corporate social responsibility, ethics, and sustainability.
- Have in-depth knowledge of scientific theories and methods that is relevant to the subjects of the master program.

CAREER PATHS

- Marketing Executive
- Financial Analyst
- Brand Manager
- Business, Research, and Administrative Professionals
- Human Resources Manager
- Supply Chain Manager
- Business Development Manager
- Management Consultant
- Accountant