

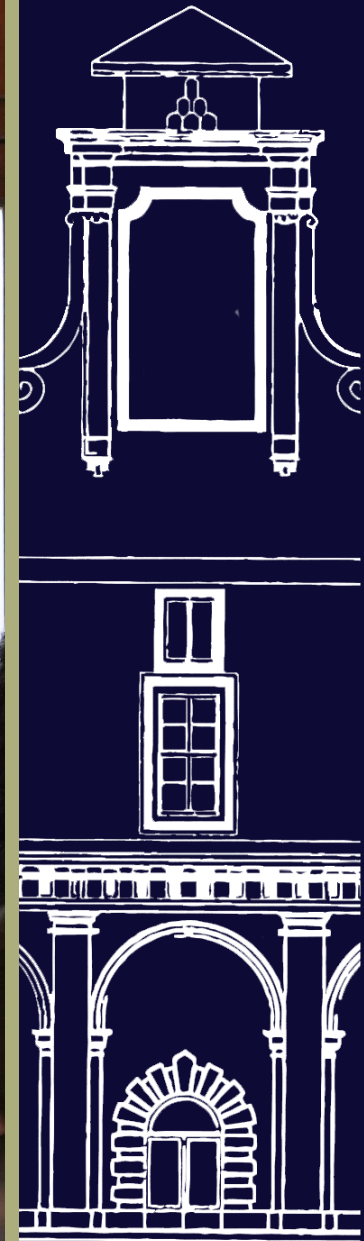
ROME
CITY
INSTITUTE



MBA IN MANAGEMENT, MARKETING AND FINANCE



Our 1-year MBA in Management, Marketing & Finance provides the most up-to-date skills and tools in communication, management, and finance. The MBA is aiming at developing knowledge and expertise required to operate in managerial and entrepreneurial roles within companies, organizations, and institutions. A Master in Business Administration at Rome City Institute aims to educate students for professional advancement and lifelong learning at an international level.



MBA IN MANAGEMENT, MARKETING & FINANCE

OUR CURRICULUM

MANAGEMENT

- Advanced Management Practice
- Behavioral economics and complexity management
- Strategic Knowledge Management and Big Data Analysis
- Digital innovation and transformation management
- Decision sciences: fundamentals of decision making processes
- Applied Lab: Social Network Analysis usiness Administration

MARKETING & COMMUNICATION

- Advanced Marketing Management: Global Worldwide Cases
- Advances Communication Management: Techniques and Practice
- Consumers Behavior and Psychology
- Digital and Social Medi Marketing: theory and applications
- Applied lab: Neuromarketing

FINANCE

- Behavioral Finance: cases and applications
- International Corporate and Investment Banking: global examples
- Advanced Corporate Finance
- Applied Lab: Neurofinance

CAREER PATHS

- Business Operation Manager
- Human Resources Manager
- Chief Executive Manager (CEO)
- Chief Financial Officer (CFO)
- Product Manager
- Management Consultant
- Investment Banker
- Brand Marketing Manager

PROGRAM LEARNING OUTCOMES

MANAGEMENT

- Propose strategies in the context of domestic and international business for solving problems or taking advantage of opportunities in domestic and worldwide markets.
- Specify the organizations, agreements, treaties, regulations that favor or hinder the operation of international business; as well as the way to take advantage of them for the benefit of the organization's objectives.
- Access the impact of international business in different countries worldwide as an effect of globalization and world trends, which require agile and efficient strategic management.
- Appreciate the human, economic and cultural diversity present in international business that significantly affects decision- making and the challenges that organizations must face in a global market.

MARKETING & COMMUNICATION

- Design marketing plans and business models through the analysis of information, application of techniques and use of technologies, that favor the success of their implementation in national and international markets.
- Select the tools, techniques and methodologies that marketing provides to promote creative, innovative, and entrepreneurial thinking for making managerial decisions within a context of ethical and social responsibility.
- Propose innovative communication strategies, with the use of traditional or digital media, towards the generation of value propositions for the organization and aimed at satisfying the needs of consumers and their psychology.

FINANCE

- Design strategies through an adequate and informed application of the different investment and financing options, considering the current regulations and aimed at generating value in the organization.
- Propose financial models using quantitative and technological tools, which allow predicting business scenarios and carrying out the necessary analysis to support the decision-making process.
- Evaluate the main variables that affect the financial situation and structure of an organization that allow efficient management of financial products and services, with the use of technology and in compliance with ethical standards.