

Master of Science
**Management
and Business
Administration**

Management Marketing

2026



An overview of the MSc



Integrated Governance

Theoretical foundations combined with advanced managerial applications.



Strategic Capabilities

Development of interpretive and decision-making skills focused on organizational development and functional leadership.



Core Competencies

Training in business strategy, marketing, human resources, and financial management.



Professional Outcomes

Executive roles, strategic management consultancy, entrepreneurial initiatives.



Learning Objectives



To train graduates who are able to:

Take on managerial and entrepreneurial responsibilities within companies and other public and private organizations

MANAGERS



Start new businesses and entrepreneurial initiatives

ENTREPRENEURS



Professionally provide management consulting

CONSULTANTS



National and International Opportunities



CV Management



First year

Corporate finance (English)	6
Consulenza direzionale (Italian)	6
Cambiamento organizzativo (Italian)	6
Imprenditorialità e innovazione (Italian)	6
Business data analysis (Italian)	6
Corporate governance (Italian)	12
Financial & cost accounting (Italian)	12
Elective courses	9

Second year

Global economy (Italian)	12
Turnaround management (Italian)	6
Strategia e valore d'impresa (Italian)	6
<i>One elective course from:</i>	6
- Brand communication (English) - Supply chain management (Italian) - Innovation and Strategy in the AI age (English) - Tourism and Wine Marketing (English) - Digital Marketing and Market Automation (Italian)	
<i>Two activities to be chosen from:</i>	6
- Lab. Consumer Behaviour (Italian) - Lab. Etica d'impresa (Italian) - Lab. Innovazione e sviluppo nuovi prodotti (Italian) - Lab. Digital Business Models (Italian) - Workshop d'impresa (Italian)	

Final exam

21



CV Marketing



First year

Corporate finance (English)	6
Strategic marketing (Italian and English)	6
International Management & Marketing (Italian)	6
Imprenditorialità e innovazione (Italian)	6
Business data analysis (Italian)	6
Corporate governance (Italian)	12
Financial & cost accounting (Italian)	12
Elective courses	9

Second year

Global economy (Italian) 12

Market research (Italian) 6

Retail marketing (Italian) 6

One elective course from: 6

- Brand communication (English)
- Supply chain management (Italian)
- Innovation and Strategy in the AI age (English)
- Tourism and Wine Marketing (English)
- Digital Marketing and Market Automation (Italian)

Two activities to be chosen from: 6

- Lab. Consumer Behaviour (Italian)
- Lab. Etica d'impresa (Italian)
- Lab. Innovazione e sviluppo nuovi prodotti (Italian)
- Lab. Digital Business Models (Italian)
- Workshop d'impresa (Italian)

Final exam 21



60 CFU in English



Courses taught in English

CV prerequisites required for Erasmus students:

- Basic knowledge of Management and Marketing

N	Sem	Insegnamento-Attività	CFU
1	1	Brand Communication (English)	6
2	1	Innovation Management in the AI Age (English)	6
3	1	Tourism & Wine Management (English), cross-listed from DSTS	6
4	1	Corporate Finance (English)	6
5	1	Free Choice on Offerta didattica SEM (English)	9
a	2	Lab Consumer Behaviour (English)	3
b	2	Workshop d'Impresa (English)	3
c	1 or 2	Prova finale (thesis in English)	21
Total			60



Key Performance & Satisfaction Indicators (Annual Monitoring Report 2026)

Indicator iC25

Student satisfaction

Percentage of graduating students overall satisfied with the Degree Programme



+0.4% Growth

Indicator iCOTER

3-year employment rate

% of employed graduates 3 years after graduation - Graduates not engaged in unpaid training who declare that they are carrying out a work activity regulated by a contract



+10.1% Growth

7. Salary

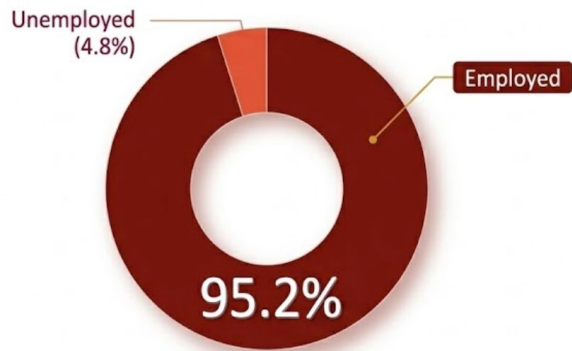
Net monthly earnings

Average monthly salaries in Euros of employed graduates.

Net monthly earnings (averages, in €)	
Men	1,725
Women	1,518
Total	1,634
Graduates who were not working at graduation: net monthly earnings (averages, in €)	1,613



Employers for GDI graduates



Employment rate
1 year after graduation

LUXURY & FASHION

GUCCI

LVMH

FERRAGAMO

GUESS

RETAIL & FMCG

unicoop
firenze



CONSULTING



CORPORATE

Baker Hughes



Energy



MENARINI
group

Pharma

BANFI

Wine



International Relationships:

24/30 CFU in Erasmus



 Isege Bsuiness School Lille (FRA)

 University of Birmingham (UK)

 Excelia Group La Rochelle (FRA)

 Stichting Hogeschool Van Amsterdam (NLD)

 Universidad Europea De Madrid (ESP)

 Prague University Of Economics And Business (CZE)

 Universidad Francisco De Vitoria (ESP)

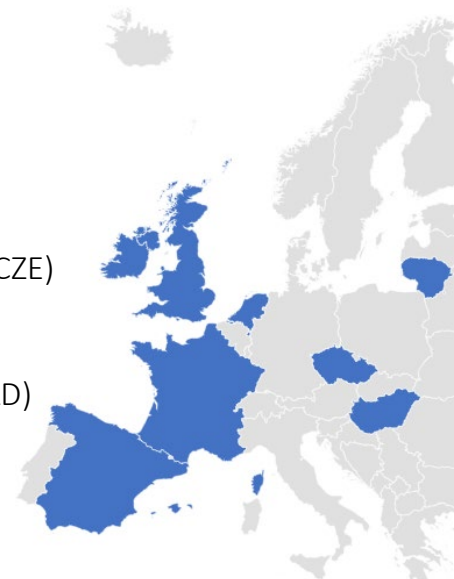
 Windesheim University Of Applied Sciences (NLD)

 Technology University Dublin (IRL)

 Corvinus University Of Budapest (HUN)

 Neoma Business School Rouen,
Reims, Paris (FRA)

 Vilnius University (LTU)



International Relationships: Italy-Australia Student Programs

An exclusive academic bridge between the University of Florence and Deakin University to promote global management excellence.



ITALY BRAND MANAGEMENT

Specialized focus on "Made in Italy" heritage, strategic positioning, and global export mechanisms.



FACULTY & STUDENT NETWORKING

Meeting Programs with International Students and Teachers at University of Florence.

- Where? In Florence.
- When? In November.



Business Simulations & Contests



Project “Comunicare il consumo responsabile”

(Communicating responsible consumption)

- **Concept:** an initiative by Federvini aimed at university students to promote the culture of responsible alcohol consumption.
- **Task:** students work in teams to design creative and effective communication campaigns about moderate drinking targeted at their peers.
- **Scale:** national project, involving about 500 students across 8 Italian universities.
- **Goal:** to bridge academia and industry, educating young adults on a balanced approach to alcohol. The winning teams are rewarded with educational visits to major sector companies.



Nana Bianca is a prominent startup studio, business accelerator, and digital innovation hub based in Florence, focusing on:

- **Funding and Launching Startups**, by providing commercial investments, coworking spaces, and strategic know-how.
- **Corporate Innovation**, helping traditional companies navigate digital transformation and open innovation processes.
- **Ecosystem and Community**, serving as a tech hub where talents, digital professionals, and investors connect.



 **Baze**

FunniFin

 **humanmable**

 **BLASTER
FOUNDRY**



Placement & Entrepreneurship



Company days with Baker Hughes, an energy technology company serving the energy and industrial sectors.



Impresa Campus is a training and mentoring program promoted by the University of Florence, with the core mission of fostering an entrepreneurial culture and help young students transform innovative ideas into real business projects.



Placement & Entrepreneurship

Company corner with UniCoop Firenze



Company Corner organized at the University of Florence, featuring UniCoop Firenze.

- **Hosting Company:** UniCoop Firenze, one of the leading cooperatives in the Italian mass grocery retail sector (GDO).
- **Event:** recruiters from UniCoop Firenze's set up an information point (the "Corner") inside the campus.
- **Goal:** to meet students and graduates, introduce the company, present job and internship opportunities, collect CVs, and answer questions about career paths within Coop.



Stimuli from Leading national Scientific Associations



Founded in 2003, the **Società Italiana Marketing (SIM)** is an Italian scientific society that connects over 100 universities. Its main goal is to promote marketing culture and innovation by bridging the gap between academia and the business world through events, training programs, contests, and university awards.

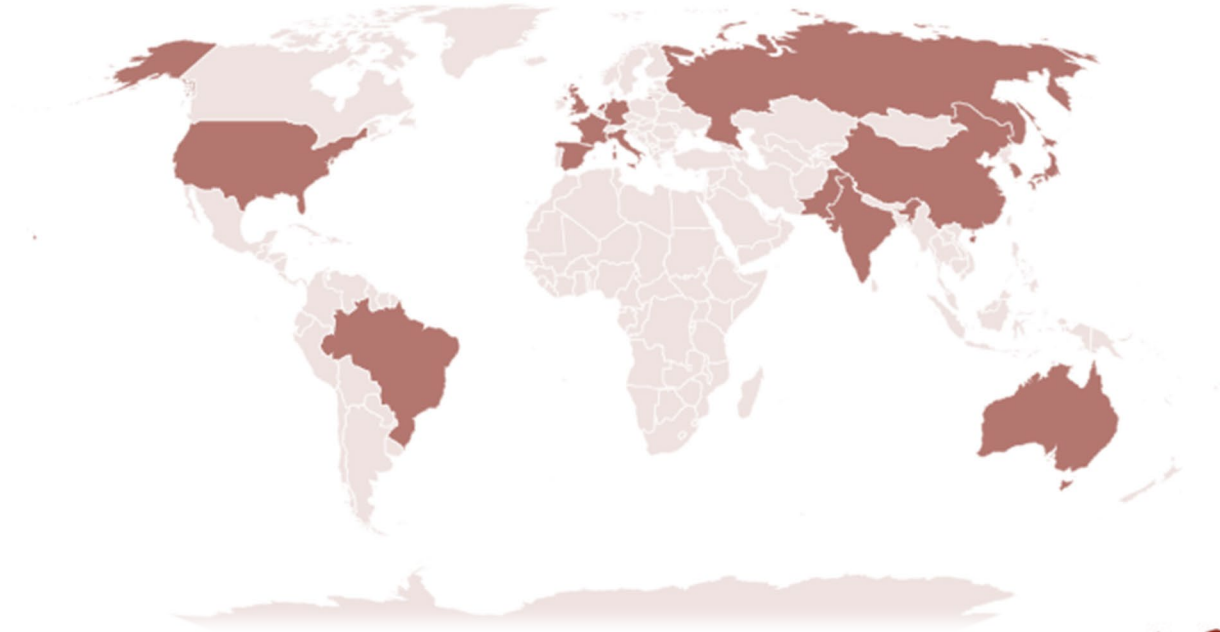


Founded in 2013, the **Società Italiana di Management (SIMA)** is the scientific society for Italian management professors, with over 500 members. Its mission is to strengthen the academic community and promote managerial culture. It acts as a vital bridge connecting universities, businesses, and public institutions.





Main research network



Key dates



July-December
2026

Enrollment application



September
2026

Start of classes



November 2026 or
March 2027

Study plan submission



Contacts



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Erasmus Coordinator: Prof. Matilde Milanesi



Internship Coordinator: Prof. Matilde Milanesi (Erasmus), Prof. Laura Grazzini
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