



Università  
Ca' Foscari  
Venezia

Department of Management

## RECOMMENDED COURSE WORK

### Master Degree - Management

curriculum: Innovation and Marketing

Enrolled in  
A.Y. 2022-23

EM13-IMK

ordinamento 2018

regolamento 2022

	Year	Term	Exam-code	Field code	Subject	Credits	Credits total amount		
a.y. 2022-23 deactivated from a.y. 2023-24	1	1	EM4042	SECS-P/07	Advanced management control (deactivated from a.y. 2023-24)*	6	54		
			EM7019	SECS-P/08	Design and innovation management -1° section (6cfu/12) (deactivated from a.y. 2023-24)*	6			
		2	EM7019	SECS-P/08	Design and innovation management - 2° section (6cfu/12) (deactivated from a.y. 2023-24)*	6			
			EM7037	SECS-P/08	Consumer behaviour (deactivated from a.y. 2023-24)*	6			
			EM1310	SECS-P/06	Market Dynamics and Industry Evolution (deactivated from a.y.2023-24)*	6			
			EM1311	SECS-P/08	Brand Management (disattivato dal 2023-24)*	6			
		3	EM7030	SECS-P/12	History of innovation (disattivato dal 2023-24)*	6			
			EM1316	EM1316	Change Management for Sustainability (deactivated from a.y. 2023-24)* (in the a.y. 2023-24 is held on 2nd period)	6			
		4	EM1317	IUS/07	New Technologies and Labour Rights (deactivated from a.y. 2023-24)*	6			
			1 or 2	3				<b>1 courses among the following A:</b>	
		3	EM4053	SECS-P/07	Business model innovation (deactivated from a.y.2023-24)*	6			
		3	EM7026	M-FIL/04	Philosophical issues in contemporary management (deactivated from a.y. 2023-24)*				
	4	EM7027	M-FIL/05	Pragmatics and philosophy of (deactivated from a.y. 2023-24)*					
	4	EM1315	SECS-P/08	Research Methods (deactivated from a.y. 2024-25)*					
1	EM6063	SECS-P/07	Global sourcing and digital human cloud (deactivated from a.y. 2024-25)*						
1	EM7034	SECS-P/10	Individual and group behaviours for innovation (deactivated from a.y. 2024-25)* (in the a.y. 2023-24 is held on 2nd period)						
2	EM1306	AGR/01	Food Business Management and Marketing (deactivated from a.y. 2024-25)* (in the a.y. 2023-24 is held on 4th period)						
a.y. 2023-24 deactivated from a.y. 2024-25	2	1	EM7023	SECS-S/03	Quantitative tools for marketing (deactivated from a.y. 2024-25)*	6	60		
			EM1312	SECS-P/08	Communication and Social Media Marketing 1° modulo (6CFU/12CFU) (deactivated from a.y. 2024-25)*	6			
		2	EM1312	SECS-P/08	Communication and Social Media Marketing 2° modulo (6CFU/12CFU) (deactivated from a.y. 2024-25)*	6			
	<b>Elective **</b>					12			
	Tirocinio					6			
	Prova finale					24			

120

### \* Elective courses:

Among the 12 credits to be chosen by the student, it is possible to add the following courses, filling in the Course Plan online:

- \* - courses within clusters A not previously chosen by the student
- \* - courses within clusters of the Accounting and Finance and International Management curricula
- \* -courses activated in the master's degree programs of the economic area as long as they are not equivalent to those of a student's own study plan. The inclusion of non-economic courses in the study plan must be properly motivated and is subject to evaluation by the Academic Board. See the indicated application procedure <https://www.unive.it/pag/32155/>

#### \* In the Academic Year 2022-23 the following elective courses are available for the master degree

Year	Term	Exam-code	Field code	Subject	Credits
2	3	EM2079	IUS/05	Competition Law (deactivated from a.y. 2023-24)*	6

Pay attention: this list may be different from year to year; please check the up-to-date list in the study plan of the current academic year

\*\*

Furthermore, students can insert in their Study Plan the activities of the "Didattica Innovativa e Digital Learnign" as optional credits or additional credits. The admission to some of these activities can be subject to a selection process, whose results will be announced by the Ca' Foscari University. If no selection process is required, students can freely choose one or more activities from the "Active learning Center" by adding it/them when filling in the study plan. For further information, please visit the webpage: <http://www.unive.it/pag/35246/> > Enhance your Degree>Discover our Active learning Center

The evaluation of the elective courses is based on a criterion of consistency with the student's educational project. The elective exams equivalent to other mandatory courses included in the study plan will be canceled

**PLEASE NOTE:**

Due to organizational concerns elective courses may overlap with each other. The only exam session with no overlapping is the 1<sup>st</sup> exam session at the end of the course. The class timetable could be scheduled from Monday to Friday, not only in three days per week.

**\* - Deactivated Exams from a.y. 2023-24. Info about how to take the exams for those who still have to take them.**

All 1st year exams are deactivated from a.y. 2023-24 and all 2nd year exams are deactivated from a.y. 2024-25, and reactivated in the MDC **EM17-Innovation and Marketing** with the same denomination, except of those highlighted in grey:

Year	Term	Exam-code	Field code	Subject	Credits
1	1	EM4042	SECS-P/07	<b>Advanced management control</b> (deactivated from a.y. 2023-24)* - Substitutive Course: EM4042 Advanced management control	6
1	1+2	EM7019	SECS-P/08	<b>Design and innovation management - (12cfu)</b> (deactivated from a.y. 2023-24)* - Substitutive Course: EM1701-Design Thinking and Innovation Management (12 cfu)	6
1	2	EM7037	SECS-P/08	<b>Consumer behaviour</b> (deactivated from a.y.2023-24)* Substitutive Course: 1st part of EM1702-Consumer Behaviour e Brand Management (12 cfu) during the 3rd period. The 6 CFU exams will be held on the same dates as the 12CFU exam. In the 1st year of deactivation an exam will be guaranteed in the January session.	6
1	3	EM1311	SECS-P/08	<b>Brand Management</b> (deactivated from a.y 2023-24)* - <b>Substitutive Course: 2nd part of EM1702-Consumer Behaviour e Brand Management</b> (12 cfu) during the 4th period. The 6 CFU exams will be held on the same dates as the 12CFU exam.	6
1 o 2	3	EM7026	M-FIL/04	<b>Philosophical issues in contemporary management</b> (deactivated from a.y.2023-24)* - <b>The course was chosen from a group of exams: it is mandatory to replace it in the study plan with another activated course from the same group.</b>	6
2	3	EM2079	IUS/05	<b>Competition Law</b> (deactivated from a.y. 2023-24)* - Exam decided by Students. For those wishing to include this exam in their study plan, it can be found in the Master's Degree Course [EM15] ECONOMICS, FINANCE AND SUSTAINABILITY	6
2	1	EM7023	SECS-S/03	<b>Quantitative tools for marketing</b> (deactivated from a.y. 2024-25)* - Substitutive Course: EM1703 Data Analysis and Data Visualization - <b>2nd period</b>	6
2	1 and 2	EM1312	SECS-P/08	<b>Communication and Social Media Marketing</b> (deactivated from a.y. 2024-25)* - Substitutive Course: EM1705 Integrated Marketing Communication - Phisical and Digital Touchpoints	12
1 or 2	4	EM1315	SECS-P/08	<b>Research Methods</b> (deactivated from a.y. 2024-25)* - Substitutive Course: EM1706 Research Methods in Innovation e Marketing	6

**ACADEMIC 2024-25 CALENDAR**



**Economics Area**

**Academic 2024-25 calendar**

		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
		26-Aug-24	07-Sep-24		<b>EXAMS (2 Weeks)</b> 6 or 12 ECTS/CFU courses	
1° semester	1° term	09-Sep-24	12-Oct-24	<b>LESSONS 1ST Term (5 Weeks)</b>		Oct-14 / Nov-2-2024 Autumn graduation session Master's Degrees
		14-Oct-24	19-Oct-24	LESSONS 1ST Term (Rescheduled lessons)		
		21-Oct-24	26-Oct-24		<b>EXAMS - 6 ECTS/CFU courses 1st term</b> (suspension 12 ECTS/CFU courses)	
	2° term	28-Oct-24	07-Dec-24	<b>LESSONS 2nd Term (5 weeks)</b>		
		09-Dec-24	14-Dec-24	LESSONS 2nd Term (Rescheduled lessons)		
		16-Dec-24	21-Dec-24		<b>EXAMS - 6 ECTS/CFU courses 2nd term</b>	
		23-Dec-24	04-Jan-25	Christmas Holiday		
	06-Jan-25	01-Feb-25		<b>EXAMS (4 weeks)</b> 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year		
2° semester	3° term	03-Feb-25	08-Mar-25	<b>LESSONS 3rd Term (5 weeks)</b>		March, 3 - March, 29 2025 special graduation session Master's Degrees
		10-Mar-25	15-Mar-25	LESSONS 3rd Term (Rescheduled lessons)		
		17-Mar-25	22-Mar-25		<b>EXAMS - 6 ECTS/CFU courses 3rd term</b> (suspension 12 ECTS/CFU courses)	
	4° term	24-Mar-25	03-May-25	<b>LESSONS 4th Term (5 Weeks+1)</b>		
		05-May-25	10-May-25	LESSONS 4rd Term (Rescheduled lessons)		
		12-May-25	17-May-25		<b>EXAMS - 6 ECTS/CFU courses 4th term</b>	
		19-May-25	24-May-25	Break		
	26-May-25	21-Jun-25		<b>EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses</b>		
	23-Jun-25	19-Jul-25	<b>MINOR Courses (5 Weeks)</b>			
	21-Jul-25	26-Jul-25		<b>EXAMS Minor courses</b>	July, 7-19 2025 Summer graduation session Master's	

	28-Jul-25	23-Aug-25	Summer Holiday	Degrees
	25 August 2025		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	

## EXAM SESSIONS

### Exam Sessions scheme

Different exam sessions are scheduled during the academic year and each course includes at least 4 different dates in which the related exam can be taken.  
The organisation of the exam sessions depends on the course scheduling (that is the semester or term the course will take place) and is described in the chart here below.

Term/ Semester	EXAM SESSIONS							
	October	December	January	March	May	June	August September	January
<b>Courses held in one term</b>								
6 ECTS/CFU courses								
1st Term	1°		2°			3°	4°	
2nd Term		1°	2°			3°	4°	
3rd Term				1°		2°	3°	4°
4th Term					1°	2°	3°	4°
<b>Semester courses (held in two terms)</b>								
6 or 12 ECTS/CFU courses								
1st semester			1° and 2°			3°	4°	
2nd semester						1° and 2°	3°	4°

Version 2: updates for the a.y. 2023-24



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[ordinamento 2018](#)

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Year	Term	Exam-code	Field code	Subject	Credits	Credits total amount	
a.y. 2022-23 deattivato dal 2023-24	1	EM4042	SECS-P/07	Advanced management control (deattivato dal 2023-24)*	6	54	
		EM7019	SECS-P/08	Design and innovation management - 1° section (6cfu/12) (deattivato dal 2023-24)*	6		
		EM7019	SECS-P/08	Design and innovation management - 2° section (6cfu/12) (deattivato dal 2023-24)*	6		
		EM7037	SECS-P/08	Consumer behaviour (deattivato dal 2023-24)*	6		
	2	EM1310	SECS-P/06	Market Dynamics and Industry Evolution (deattivato dal 2023-24)*	6		
		EM1311	SECS-P/08	Brand Management (disattivato dal 2023-24)*	6		
	1 or 2	3	EM7030	SECS-P/12	History of innovation (disattivato dal 2023-24)*		6
			EM1316	EM1316	Change Management for Sustainability (deattivato dal 2023-24)* (in the a.y. 2023-24 is held on 2nd period)		6
		4	EM1317	IUS/07	New Technologies and Labour Rights (deattivato dal 2023-24)*		6
			EM4053	SECS-P/07	Business model innovation (deattivato dal 2023-24)*		6
a.y. 2023-24 sarà disattivato dal 2024-25	2	EM7026	M-FIL/04	Philosophical issues in contemporary management (deattivato dal 2023-24)*	6	60	
		EM7027	M-FIL/05	Pragmatics and philosophy of (deattivato dal 2023-24)*			
		EM1315	SECS-P/08	Research Methods			
		EM6063	SECS-P/07	Global sourcing and digital human cloud			
		EM7034	SECS-P/10	Individual and group behaviours for innovation (in the a.y. 2023-24 is held on 2nd period)			
		EM1306	AGR/01	Food Business Management and Marketing (in the a.y. 2023-24 is held on 4th period)			
2	1	EM7023	SECS-S/03	Quantitative tools for marketing	6		
		EM1312	SECS-P/08	Communication and Social Media Marketing 1° modulo (6CFU/12CFU)	6		
	2	EM1312	SECS-P/08	Communication and Social Media Marketing 2° modulo (6CFU/12CFU)	6		
		Elective **			12		
		Tirocinio			6		
Prova finale			24				

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1	1+2	EM7019	SECS-P/08	<b>Design and innovation management - (12cfu)</b> (deactivated from a.y. 2023-24)* - Substitutive Course: EM1701-Design Thinking and Innovation Management (12 cfu)	6
1	2	EM7037	SECS-P/08	<b>Consumer behaviour</b> (deactivated from a.y.2023-24)* Substitutive Course: 1st part of EM1702-Consumer Behaviour e Brand Management (12 cfu) during the 3rd period. The 6 CFU exams will be held on the same dates as the 12CFU exam. In the 1st year of deactivation an exam will be guaranteed in the January session.	6
1	3	EM1311	SECS-P/08	<b>Brand Management</b> (deactivated from a.y 2023-24)* - <b>Substitutive Course: 2nd part of</b> EM1702-Consumer Behaviour e Brand Management (12 cfu) during the 4th period. The 6 CFU exams will be held on the same dates as the 12CFU exam.	6
1 o 2	3	EM7026	M-FIL/04	<b>Philosophical issues in contemporary management</b> (deactivated from a.y.2023-24)* - <b>The course was chosen from a group of exams: it is mandatory to replace it in the study plan with another activated course from the same group.</b>	6
2	3	EM2079	IUS/05	<b>Competition Law</b> (deactivated from a.y. 2023-24)* - Exam decided by Students. For those wishing to include this exam in their study plan, it can be found in the Master's Degree Course [EM15] ECONOMICS, FINANCE AND SUSTAINABILITY	6

## ACADEMIC 2023-24 CALENDAR

### Economics Area



#### Academic 2023-24 calendar

		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
		28 August 2023	9 September 2023		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	
Semester	1° term	11 September 2023	14 October 2023	LESSONS 1ST Term (5 Weeks)		Oct-16 / Nov-4-2023 Autumn graduation session Master's Degrees
		16 October 2023	21 October 2023	LESSONS 1ST Term (Rescheduled lessons)		
		23 October 2023	28 October 2023		EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)	
	30 October 2023	9 December 2023	LESSONS 2nd Term (5 weeks)			
	11 December 2023	16 December 2023	LESSONS 2nd Term (Rescheduled lessons)			

1° se	term	18 December 2023	23 December 2023		EXAMS - 6 ECTS/CFU courses 2nd term	
		25 December 2023	6 January 2024	Christmas Holiday		
		8 January 2024	3 February 2024		EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year	
2° semester	3° term	5 February 2024	9 March 2024	LESSONS 3rd Term (5 weeks)		March, 4 - March, 30 2024 special graduation session Master's Degrees
		11 March 2024	16 March 2024	LESSONS 3rd Term (Rescheduled lessons)		
		18 March 2024	23 March 2024		EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)	
	4° term	25 March 2024	4 May 2024	LESSONS 4th Term (5 Weeks+1)		
		6 May 2024	11 May 2024	LESSONS 4rd Term (Rescheduled lessons)		
		13 May 2024	18 May 2024		EXAMS - 6 ECTS/CFU courses 4th term	
		20 May 2024	25 May 2024	Break		
		27 May 2024	22 June 2024		EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses	
		24 June 2024	20 July 2024	MINOR Courses (5 Weeks)		8-20 July 2024 Summer graduation session Master's Degrees
		22 July 2024	27 July 2024		EXAMS Minor courses	
		29 July 2024	24 August 2024	Summer Holiday		
		26 August 2024			EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	

## EXAM SESSIONS

### Exam Sessions scheme

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3rd Term				1°		2°	3°	4°
4th Term					1°	2°	3°	4°
<b>Semester courses (held in two terms)</b>								
6 or 12 ECTS/CFU courses								
1st semester			1° and 2°			3°	4°	
2nd semester						1° and 2°	3°	4°

Original Version 1: a.y. 2022-23



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		EM7019	SECS-P/08	Design and innovation management - 2° section (6cfu/12) <b>modalità blended</b>	6		
		EM7037	SECS-P/08	Consumer behaviour	6		
		EM1310	SECS-P/06	Market Dynamics and Industry Evolution	6		
		EM1311	SECS-P/08	Brand Management	6		
		EM7030	SECS-P/12	History of innovation	6		
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	1 or 2	3	EM4053	SECS-P/07	Business Model Innovation	6	6
		3	EM7026	M-FIL/04	Philosophical issues in contemporary management		
		4	EM7027	M-FIL/05	Pragmatics and philosophy of Language		
		4	EM1315	SECS-P/08	Research Methods		
		1	EM4041	SECS-P/07	Global sourcing and digital human cloud		
					<b>1 courses among the following A:</b>		

a.y. 2023-24	1	EM7034	SECS-P/10	Individual and group behaviours for innovation			
		EM1306	AGR/01	Food Business Management and Marketing			
	1	EM7023	SECS-S/03	Quantitative tools for marketing (si attiva a partire dal 2023-2024)	6	60	
		EM1312	SECS-P/08	Communication and Social Media Marketing 1° modulo (6CFU/12CFU)	6		
	2	EM1312	SECS-P/08	Communication and Social Media Marketing 2° modulo (6CFU/12CFU)	6		
		Elective **			12		
	Tirocinio			6			
	Prova finale			24			
					120		

### \* Elective courses:

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- \* - courses within clusters A not previously chosen by the student
- \* - courses within clusters of the Accounting and Finance and International Management curricula
- \* - courses chosen by the student from those activated by the Master's Degree Program in Management,
- \* - courses activated in the master's degree programs of the economic area as long as they are not equivalent to those of a student's own study plan. The inclusion of non-economic courses in the study plan must be properly motivated and is subject to evaluation by the Academic Board. See the indicated application procedure <https://www.unive.it/pag/32155/>

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## ACADEMIC 2022-23 CALENDAR

### Economics Area



#### Academic 2022-23 calendar

		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
		29 August 2022	10 September 2022		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	
1° semester	1° term	12 September 2022	15 October 2022	LESSONS 1ST Term (5 Weeks)		Oct-17 / Nov-5-2022 Autumn graduation session Master's Degrees
		17 October 2022	22 October 2022	LESSONS 1ST Term (Rescheduled lessons)		
		24 October 2022	5 November 2022		EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)	
	2° term	7 November 2022	10 December 2022	LESSONS 2nd Term (5 weeks)		
		12 December 2022	17 December 2022	LESSONS 2nd Term (Rescheduled lessons)		
		19 December 2022	23 December 2022		EXAMS - 6 ECTS/CFU courses 2nd term	
	26 December 2022	7 January 2023	Christmas Holiday			
	9 January 2023	4 February 2023		EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year		
2° semester	3° term	6 February 2023	11 March 2023	LESSONS 3rd Term (5 weeks)		March, 6-April, 1 2023 special graduation session Master's Degrees
		13 March 2023	18 March 2023	LESSONS 3rd Term (Rescheduled lessons)		
		20 March 2023	25 March 2023		EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)	
	4° term	27 March 2023	6 May 2023	LESSONS 4th Term (5 Weeks+1)		
		8 May 2023	13 May 2023	Rescheduled lessons		
		15 May 2023	20 May 2023		EXAMS - 6 ECTS/CFU courses 4th term	
		22 May 2023	27 May 2023	Break		
	29 May 2023	24 June 2023		EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses		
	26 June 2023	29 July 2023	MINOR Courses (5 Weeks)			

		Summer Holiday	10-22 July 2023 Summer graduation session Master's
28 August 2023	9 September 2023	EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses	

## EXAM SESSIONS

### Exam Sessions scheme

Different exam sessions are scheduled during the academic year and each course includes at least 4 different dates in which the related exam can be taken.  
The organisation of the exam sessions depends on the course scheduling (that is the semester or term the course will take place) and is described in the chart here below.

Term/ Semester	EXAM SESSIONS							
	October	December	January	March	May	June	August September	January
<b>Courses held in one term</b>								
6 ECTS/CFU courses								
1st Term	1°		2°			3°	4°	
2nd Term		1°	2°			3°	4°	
3rd Term				1°		2°	3°	4°
4th Term					1°	2°	3°	4°
<b>Semester courses (held in two terms)</b>								
6 or 12 ECTS/CFU courses								
1st semester			1° and 2°			3°	4°	
2nd semester						1° and 2°	3°	4°