



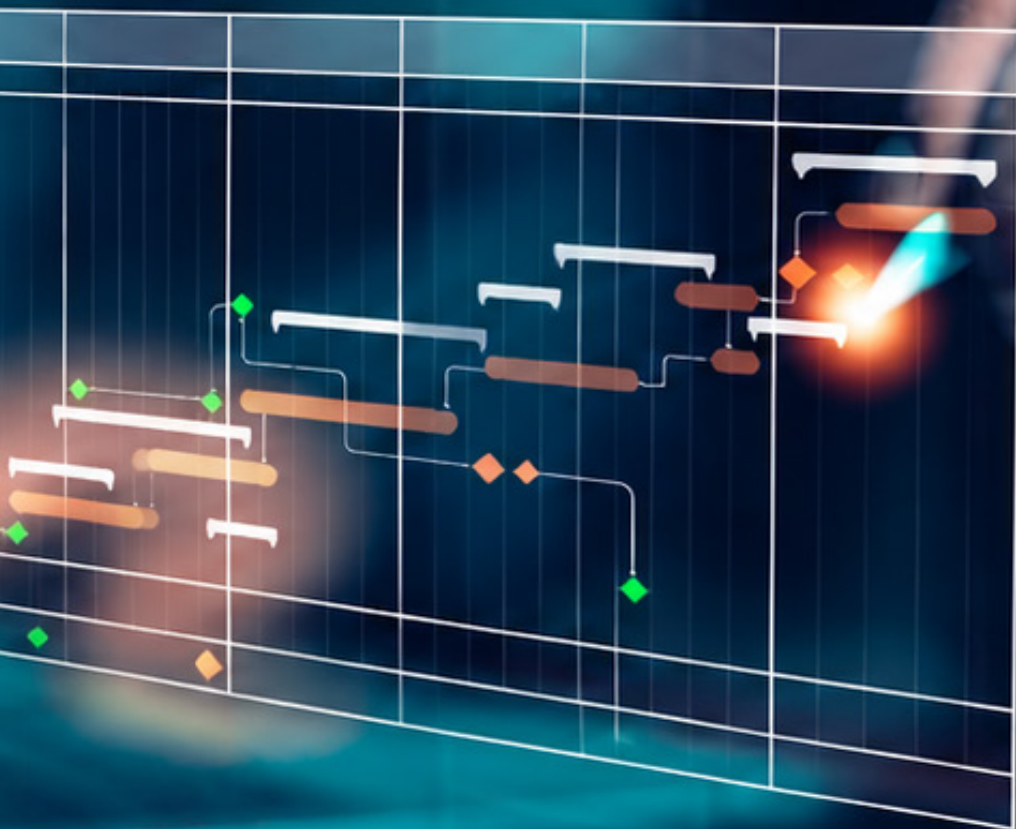
UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO

International Master's Degree in **Business Management and Digital Technologies**

Academic Year

2026/2027

Full online



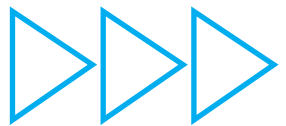
UNINETTUNO
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UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO



Master's Degree in Business Management and Digital Technologies



An Internationally Recognized Degree

The Master's Degree in Business Management and Digital Technologies at UNINETTUNO is designed to educate highly qualified professionals capable of responding effectively to the rapid transformations driven by the digital revolution.

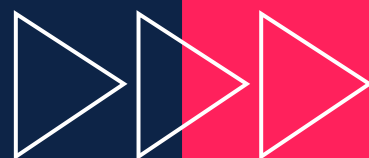
The widespread adoption of Information and Communication Technologies (ICTs) is reshaping businesses, service industries and public administration, creating new opportunities and challenges for organisations operating in a global and increasingly competitive environment.

The programme combines advanced management knowledge with an understanding of digital technologies, economic dynamics and legal frameworks. It prepares graduates to interpret technological change, support strategic decision-making and contribute to innovation, organisational development and business growth.

By integrating managerial, economic, financial and technological perspectives, the degree equips students with the multidisciplinary expertise needed to understand the relationship between digital innovation and organisational performance.



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Qualification: Master's Degree

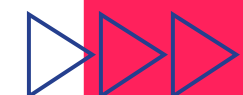
Duration: 2 years

ECTS Credits: 120

Delivery Mode: Online

Entry Requirement: Bachelor's Degree

Language Proficiency: English at Level B2 recommended



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Why Choose UNINETTUNO?

The **International Telematic University UNINETTUNO** is one of Europe's leading digital universities, internationally recognized for the quality of its academic model and innovative approach to higher education.

UNINETTUNO received the highest evaluation from the National Agency for the Evaluation of Universities and Research Institutes (ANVUR), confirming its academic excellence and international credibility, and positioned among the top 10 online universities in Europe according to the Studyportals.com ranking

Through its advanced online learning platform, **UNINETTUNO** offers students from all over the world the opportunity to access high-quality education with maximum flexibility, while studying with distinguished Italian and international professors.

The university combines technological innovation, academic rigor, and an international vision, creating a modern educational environment designed to prepare students for the global job market.



Flexible Learning, International Standards

Studying at **UNINETTUNO** means having access to a university experience that combines flexibility, innovation, and internationally recognized academic quality.

Students can study entirely online while managing work, personal commitments, or international mobility. The digital learning environment includes:

- Video lectures available 24/7
- International academic approach
- Interactive learning materials
- Dedicated tutoring and academic support
- Live interactive classrooms
- Discussion forums and collaborative activities
- Socrates AI, UNINETTUNO's artificial intelligence tool designed to support learning, enhance study efficiency, and provide students with an innovative and personalized educational experience

UNINETTUNO's psycho-pedagogical model, developed through over 25 years of international research conducted by Rector Prof. Maria Amata Garito and her research team, encourages active participation and independent critical thinking, helping students develop practical, analytical, and problem-solving skills highly valued in today's professional world. The model places the student at the center of the learning process, transforming education from passive knowledge transmission into an active, collaborative, and interactive experience.



Rector Prof. Maria Amata Garito

Course Objectives

Management Expertise Meets Digital Innovation

Develop a comprehensive understanding of modern business management and the strategic role of digital technologies in organisational transformation.

A Multidisciplinary Approach

Explore the connections between economics, finance, marketing, information technologies and business law to develop a broad and integrated understanding of contemporary organisations.

Learn Online, On Your Terms

Benefit from the flexibility of online learning, allowing you to organise your studies around professional commitments and personal responsibilities.

Develop Strategic and Analytical Skills

Strengthen your ability to interpret business information, understand market dynamics and assess the implications of technological innovation for managerial decisions.

Prepare for an Evolving Global Job Market

Build a versatile professional profile suited to organisations where digital transformation, international competition and data-driven decision-making are increasingly central.



What You Will Learn

A Curriculum for Modern Business Management

The programme covers key areas at the intersection of management, economics, finance, marketing and digital technologies.

Economics of Innovation

Understand the economic dynamics of innovation and the role of technological progress in business development and competitiveness.

Digital Technologies for Business

Explore how digital technologies support business processes, organisational change and the development of new business opportunities.

Big Data and Management

Examine the relationship between data, management and decision-making in contemporary organisations.

International Financial Accounting

Develop knowledge of financial accounting in an international business context.

ICT for the Network Organization

Understand how information and communication technologies support interconnected organisational structures and business relationships.

Marketing, E-Business and E-Commerce

Explore digital marketing strategies, electronic business models and online commercial activities in an increasingly digital marketplace.

Banking and Financial Law

Develop an understanding of the legal frameworks governing banking and financial activities.

Together, these subject areas provide an interdisciplinary foundation for understanding how organisations can respond to technological change and operate effectively in competitive markets.

LEARNING OUTCOMES

Knowledge to Turn Challenges into Opportunities

Upon completion of the programme, graduates will have developed the knowledge and skills to:

- Understand the economic, managerial and legal implications of digital transformation.
- Analyse the strategic role of ICTs in business processes and organisational development.
- Interpret business and financial information to support managerial decision-making.
- Understand the relationship between innovation, market dynamics and competitiveness.
- Evaluate digital business models, e-commerce activities and marketing strategies.
- Apply multidisciplinary knowledge to business challenges in complex and changing environments.

The programme aims to develop professionals capable of connecting technological innovation with business strategy and organisational objectives.

Who Is This Program For?

The Master's Degree in Business Management and Digital Technologies is designed for graduates seeking to expand their managerial knowledge and understand the impact of digital innovation on contemporary organisations.

It may be particularly relevant to:

- Graduates in economics, business administration and management.
- Graduates interested in the relationship between business and digital technologies.
- Professionals seeking to strengthen their managerial and analytical competencies.
- Aspiring managers and consultants interested in business strategy and organisational transformation.
- Individuals aiming to develop a multidisciplinary profile for digitally driven business environments.

A Bachelor's Degree is required for admission.
English proficiency at Level B2 is recommended.



Professional Outlets

The multidisciplinary nature of the programme can support professional development across management, marketing, finance, consulting and business advisory services.

Depending on their previous education, professional experience and individual career path, graduates may pursue opportunities such as:

Strategy Analyst and Advisor

Support organisations in evaluating business opportunities, analysing strategic challenges and defining development priorities.

Market Manager

Contribute to market analysis, business development and the implementation of strategies aimed at strengthening market position

Brand Manager

Support brand positioning, marketing initiatives and the development of brand strategies.

Public Relations Manager

Coordinate communication activities and contribute to the management of an organisation's public image and stakeholder relationships.

Manager in Insurance Companies and Banks

Pursue management-related opportunities within financial institutions and insurance organisations.

Credit Manager

Contribute to credit assessment, credit management processes and the evaluation of financial risk.

Accountant

Apply accounting knowledge in financial reporting and business administration contexts, subject to any additional professional requirements applicable to the role.

Financial Analyst

Analyse financial information and support business planning, performance evaluation and financial decision-making.

Business Advisor

Provide support to organisations in business planning, management processes and the assessment of development opportunities.



Admission Requirements

To apply for the Master's Degree in Business Management and Digital Technologies, applicants must hold a Bachelor's Degree.

The following documents are required:

- Passport or National ID Card.
- Curriculum Vitae (CV).
- High School Certificate and/or transcript, demonstrating at least 12 years of schooling from primary education.
- Bachelor's Degree certificate and/or transcript.
- Proof of English proficiency at Level B2 (recommended).

Document requirements: Original documents must be submitted in English or Italian. Documents issued in other languages must be accompanied by a certified translation with an apostille.

Applicants should ensure that all required documentation is available for the admission process



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**START YOUR JOURNEY
TOWARD A GLOBAL CAREER
WITH THE MASTER'S DEGREE IN
BUSINESS MANAGEMENT AND
DIGITAL TECHNOLOGIES
AT UNINETTUNO!**

Contact Information

Università Telematica Internazionale UNINETTUNO
Via San Martino della Battaglia, 44 – 00185 Rome, Italy

global@uninettunouniversity.net

www.uninettunouniversity.net





UNIVERSITÀ TELEMATICA
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Your University Online, Worldwide



Università Telematica Internazionale UNINETTUNO
President/Rector Prof. Maria Amata Garito
Via San Martino della Battaglia, 44 - 00185 Rome
Tel. 06 69207670/71 - global@uninettunouniversity.net
www.uninettunouniversity.net
www.global.uninettunouniversity.net