



UNIVERSITÀ  
POLITECNICA  
DELLE MARCHE

Bachelor's Degree in

## Digital Economics and Business

**DISSES**  
Dipartimento di Scienze  
Economiche e Sociali

### Program Overview

#### Scientific Coordinator

Prof. Matteo Picchio  
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#### Department

Department of Economics and Social  
Sciences

#### Duration

3 years

The *datafication* of society and the acceleration of the digital transformation imposed by the pandemic mark a growing and pressing need for graduates to combine sound knowledge of economics, finance, and business with IT and data analysis skills.

The three-year bachelor's program in Digital Economics and Business hinges on the **three pillars** of sound knowledge of **business, economics, and IT based data analysis** to train students to apply a data-driven approach to information selection and processing, so as to support decision-making processes.

The aim of the course is to produce three professional figures: a data-driven economic and financial analyst, a data-driven business analyst, and a data analyst for economics and business.

### Study Program

#### I Year

Mathematics  
Principles of Economics  
Business Economics and Principles of Accounting  
Fundamentals of IT Law  
Fundamentals of Computer Science  
Economic History of Technological Change  
English Language (Advanced)

#### II Year

Society and Digital Transformation  
Statistics  
Business Management and Digital Applications  
Business Information Systems  
Industrial Economics and Digital Transformation  
European Public Law and Labor Protection in the Digital Age  
Choice: Financial Statement Analysis/Corporate Finance

#### III Year

International Trade and Finance  
Data Analytics for Economics and Business  
Marketing and Digital Applications  
Choice: Social Network Analysis/Principles of Financial Economics  
Choice: Statistics and Machine Learning/Financial Mathematics  
Choice: Planning and Control Systems/Finance and Fintech Applications  
Electives: Innovation and Spatial Economics, Digital Methods for the Public Sector, Digitalization and Sociology of Organization, Business Digitalization Lab, Internship  
Thesis

### Minimal Entry Requirement

An Italian secondary school diploma or a certified foreign equivalent demonstrating 12 years of study is required.

### Language requirements

B2 in the European Common Framework of Reference for Languages is required.

### Scholarships

Visit [https://www.univpm.it/Entra/Servizi\\_agli\\_studenti/Borse\\_di\\_studio\\_e\\_opportunita/Tasse\\_e\\_agevolazioni/Benefici\\_ERDIS](https://www.univpm.it/Entra/Servizi_agli_studenti/Borse_di_studio_e_opportunita/Tasse_e_agevolazioni/Benefici_ERDIS)

### International opportunities

UnivPM students have the opportunity to participate in the Erasmus+ Mobility program both for study and training. Calls are published on the site twice per year. Another opportunity for students is the UnivPM Funded program "CAMPUSWORLD" call for traineeships for traineeship in extra-European countries. For further information please visit our site [https://www.univpm.it/Entra/Internazionale/Opportunities\\_abroad](https://www.univpm.it/Entra/Internazionale/Opportunities_abroad).

### Tuition fees

A fixed fee (€ 156.00) and a remaining amount of tuition calculated on the basis of a sliding scale. For further information go to [https://www.univpm.it/Entra/Internazionale/Immatricolazioni\\_studenti\\_internazionali/Tasse\\_e\\_contributi](https://www.univpm.it/Entra/Internazionale/Immatricolazioni_studenti_internazionali/Tasse_e_contributi)

