

<b>PhD in BUSINESS ADMINISTRATION AND MANAGEMENT</b>
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**CYCLE XXXX - COHORT 2024-2025**

Please note that the study program might be subject to minor changes.

Lessons start in early September.

Attendance is mandatory. The program cannot be attended by distance learning.

The PhD Program features **two curricula** (to be chosen when applying):

- **Management**

- **Marketing**

**First year - a.y. 2024-25**

1 Preparatory course in Mathematics (optional) + **9 compulsory courses**: 3 methods courses (shared by the two curricula) + 6 curriculum specific courses.

[Research presentation + seminars organized by the Departments of Management & Technology and](#)

SEM.	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	MATHEMATICS - PREPARATORY COURSE (*)	12	FUKUDA	OPTIONAL
1	MICROECONOMIC FOUNDATION FOR BUSINESS STUDIES	36	PANICO	BOTH CURRICULA
1	INTRODUCTORY ECONOMETRICS FOR BUSINESS STUDIES	36	GAGLIARDI	BOTH CURRICULA
2	ADVANCED ECONOMETRICS FOR BUSINESS STUDIES	36	ESPINOSA	BOTH CURRICULA
1	ORGANIZATIONAL BEHAVIOR	36	ILIES	MANAGEMENT
1	ORGANIZATION THEORY	24	SODA	MANAGEMENT
1	STRATEGY	36	DI STEFANO	MANAGEMENT
2	INNOVATION	24	MARIANI	MANAGEMENT
2	ENTREPRENEURSHIP	24	SALVATO	MANAGEMENT
2	EMPIRICAL APPROACHES FOR MANAGEMENT RESEARCH	36	GAMBARDELLA	MANAGEMENT
1	MARKETING THEORY	24	ORDANINI	MARKETING
1	CONSUMER BEHAVIOR I	24	MUNZ	MARKETING
2	MARKETING STRATEGY	24	TBD	MARKETING
2	MARKETING MODELLING	24	HONG	MARKETING
2	EXPERIMENTAL METHODS	24	VOSGERAU	MARKETING
2	EMPIRICAL APPROACHES FOR MARKETING RESEARCH	24	RUBERA	MARKETING

(\*) Joint course with PhD in Economics and Finance

**Requirements to pass to the next year**

Exam for each compulsory course (maximum 3 retakes).

[Moreover a Pass is required for the research presentation, drafted under the supervision of the advisor, to be submitted just before the beginning of the 2nd year \(early September\).](#)

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**Second year - a.y. 2025-26**

PhD students may choose how many electives they want to take according to their research interests; the minimum requirement is **4 electives over 2nd and 3rd year**.

[Research activity + seminars organized by the Departments of Management & Technology and Marketing.](#)

**Max 8 electives** will be offered each year to 2nd and 3rd year students (based on students' preferences); they will be selected from this list:

SEM.	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	CREATIVITY IN THEORY BUILDING	24	MANNUCCI	BOTH CURRICULA
1	STRATEGIC HUMAN RESOURCE MANAGEMENT & HUMAN CAPITAL	24	CAMUFFO	BOTH CURRICULA
1	STRATEGIC LEADERSHIP IN MANAGEMENT NETWORKS	24	BURT	BOTH CURRICULA
1	STRATEGIC INTERACTIONS AND FIRM BEHAVIOR	24	FOSFURI	BOTH CURRICULA
1	CSR STRATEGIES	24	JACQUEMINET	BOTH CURRICULA
1	BEHAVIORAL STRATEGY	24	GUTIERREZ MORENO	BOTH CURRICULA
1	CONSUMER BEHAVIOR II	24	BARNEA	BOTH CURRICULA
2	TEXT ANALYSIS	24	SHI	BOTH CURRICULA
2	ORGANIZATIONAL SOCIOLOGY	24	CASTELLUCCI	BOTH CURRICULA
2	TECHNOLOGY AND INNOVATION MANAGEMENT	24	VERONA	BOTH CURRICULA
2	ADVANCES IN STRATEGY & INNOVATION	24	KAPACINSKAITE/DUTT	BOTH CURRICULA
2	DATA MINING FOR MARKETING ANALYTICS	24	ZHU	BOTH CURRICULA
2	ANALYTICS FOR MANAGING CUSTOMER VALUE	24	TBD	BOTH CURRICULA

*Requirements to pass to the next year*

Exam for each course.

Moreover, the "2nd year research paper" has to be finalized and formally assessed (an "accept" is required to be admitted to 3rd year).

**Third and Fourth year - a.y. 2026-27 and 2027-28**

- In the 3rd year students can still take elective courses if they did not take at least 4 during their 2nd year (all these exams must be passed to be admitted to the 4th year);

- [study/research period at other Universities + TA/RA activities \(optional\)](#);

- [conferences \(as a listener and as a speaker\)](#);

- [seminars organized by the Departments of Management & Technology and Marketing](#);

- [submission of 2 research papers \(1 per year\)](#);

- [2 seminar presentations per year to illustrate one's own research output \(at least one in Bocconi\)](#);

- [thesis submission to external reviewers \(end of 4th year\)](#);