PhD in BUSINESS ADMINISTRATION AND MANAGEMENT

CYCLE 43rd - COHORT 2027-2028
Please note that the study program might be subject to minor changes.
Lessons start in early September.
The program requires full-time commitment with compulsory attendance.

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

First year - a.y. 2027-28

1 Preparatory course in Mathematics (optional)
Management: 10 compulsory courses
Marketing: 9 compulsory courses
Research Ethics course (self-managed online course, compulsory for both).
Research presentation + seminars organized by the Departments of Management & Technology and Marketing.

SEM.	CODE	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	40094	MATHEMATICS - PREPARATORY COURSE (*)	12	TURANSICK	OPTIONAL
1	41081	MICROECONOMICS FOR BUSINESS RESEARCH	36	PANICO	BOTH
1	41082	RESEARCH METHODS IN BUSINESS AND MANAGEMENT I	36	GAGLIARDI	BOTH
2	41083	RESEARCH METHODS IN BUSINESS AND MANAGEMENT II	36	GAMBARDELLA	BOTH
1	40113	ORGANIZATIONAL BEHAVIOR	36	BRADY	MANAGEMENT
1	40321	ORGANIZATION THEORY	24	SODA	MANAGEMENT
1	40015	STRATEGY	36	DI STEFANO	MANAGEMENT
1	41084	RESEARCH METHODS FOR SOCIAL SCIENCES	24	ILIES	MANAGEMENT
2	41016	INNOVATION	24	MARIANI	MANAGEMENT
2	40048	ENTREPRENEURSHIP	24	SALVATO	MANAGEMENT
2	41085	MODELLING FOR BUSINESS RESEARCH	24	FOSFURI	MANAGEMENT
1	40181	MARKETING THEORY	24	ORDANINI	MARKETING
1	40398	CONSUMER BEHAVIOR I	24	LONGONI	MARKETING
1	40326	EXPERIMENTAL METHODS	24	VOSGERAU	MARKETING
1	40176	MARKETING MODELLING	24	VALENTINI	MARKETING
2	40065	MARKETING STRATEGY	24	AKELLA	MARKETING
2	41063	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.
Research presentation.

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Second year - a.y. 2028-29

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 (based on students' preferences); they will be selected from this list:

SEM.	CODE	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	41064	CREATIVITY IN THEORY BUILDING	24	MANNUCCI	BOTH
1	41074	ADVANCES IN CORPORATE ENVIRONMENTAL AND POLITICAL STRATEGY	24	DUTT	BOTH
1	41018	ADVANCES IN ORGANIZATION	24	ESPINOSA	BOTH
2	41073	TOPICS IN SOCIAL NETWORK ANALYSIS	24	IORIO	BOTH
2	41014	BEHAVIORAL STRATEGY	24	GUTIERREZ MORENO	BOTH
2	40402	CONSUMER BEHAVIOR II	24	MUNZ	BOTH
2	40962	TEXT ANALYSIS	24	SHI	BOTH
2	40320	ORGANIZATIONAL SOCIOLOGY	24	CASTELLUCCI	BOTH
2	40172	TECHNOLOGY AND INNOVATION MANAGEMENT	24	VERONA	BOTH
2	41037	DATA MINING FOR MARKETING ANALYTICS	24	ZHU	BOTH
2	41078	MACHINE LEARNING FOR CASUAL INFERENCE	24	VARGA	BOTH

Requirements to pass to the next year

Exam for each course.
Research paper.

Third and Fourth year - a.y. 2029-30 and 2030-31

- 3rd year electives (from the 2nd year list);
- Study/research period at other Universities (optional);
- Teaching/Teaching Assistantship/Research Assistantship activities (optional);
- conferences (as a listener and as a speaker);
- seminars organized by the Departments of Management & Technology and Marketing;
- submission of 1 research paper per year;
- 2 seminar presentations per year to illustrate one's own research output (at least one in Bocconi)
- thesis submission to external reviewers (at end of 4th year);
- thesis defense.