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REVIEW
on Master Programs in Marketing and Business Administration & Consulting
with the Double Degree option with the University of Macerata (Italy)
presented by the Department of International Economics & Marketing
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Modern globalization processes require new approaches from the university education system, which should be ready to accept the challenges through internationalization. Italian universities have long begun to think about expanding international relations. Given this, it is important to expand the opportunities for academic mobility of students and teaching staff. This can be done at the level of credit mobility through participation in the Erasmus+ academic exchange programs or through the introduction of double and joint degrees.

The Master's program in Business Administration and Consulting provides the double degree with the University of Macerata, one of Italy's oldest universities. This allows students to master two educational programs in the period of basic education and to receive two degrees - Ukrainian and Italian. The Master's program in Marketing does not yet provide any double diploma, and academic mobility is carried out through bilateral exchange agreements between partner universities.

Another important element of internationalization is the involvement of foreign professors in teaching. This can be arranged through academic exchange programs or through the opening of vacancies for foreign professors. For example, the University of Cagliari recruits teachers (Associate and Full Professors) that occupy the same position in foreign Universities by a direct call financed by the Italian Ministry of Education, University and Research in accordance with the law no.230 - 2005.

In general, the presented master programs in Marketing and Business Administration & Consulting comply with European university traditions. However, a modern approach to educational quality requires constant readiness to implement changes. So recommendations for improvement may include the following:

- consider the possibility of opening a double or joint degree program in Marketing;
- finding opportunities to attract foreign professors to deliver specialized disciplines;
- collaborate with colleagues of the other countries to expand research networks and collaborative projects.

Reviewer:

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