

Managing Change Leading Innovation

Presentation of the new Master's Degree Program in Digital Intelligence and Change Management (DICM)*

May 5th, 2025

* To be activated starting from the academic year 2025/2026, subject to ANVUR approval

Event Agenda

3:45 PM – 4:00 PM: Institutional Greetings – DEM and Unione Industriale Pisana

Prof. Mariacristina Bonti – Director of Economics and Management Department (DEM)

Dr. Andrea Madonna – President of the Unione Industriale Pisana

4:00 PM – 4:30 PM: DICM Course Presentation

Dr. Sara Sasseti – Orientation Service Delegate, DEM

4:30 PM – 5:30 PM: Career Opportunities: Companies' Perspectives

Dr. Gabriele Molari – Palladio Group

Dr. Francesco Bassotti – PharmaNutra

Dr. Alessandro Bottari – Knauf

Dr. Francesca Sbrugnera – Saint-Gobain

Chair: Prof. Paola Ferretti – Teaching Delegate, DEM

5:30 PM – 6:00 PM: Q&A



Digital Intelligence and Change Management (DICM)

Institutional Greetings – DEM and Unione Industriale Pisana

Prof. Mariacristina Bonti – Director of DEM

Dr. Andrea Madonna – President of the Unione Industriale Pisana



Digital Intelligence and Change Management (DICM)

DICM Course Presentation

Dr. Sara Sassetti – Orientation Service Delegate, DEM





Objectives of the Master's Degree in DIGITAL INTELLIGENCE AND CHANGE MANAGEMENT

This program aims to train management professionals with a **mindset** capable of integrating traditional managerial needs with the **innovations** and opportunities provided by **new digital technologies**.

Graduates will be able to lead organizations (private, public, or non-profit, across sectors) through a deep **digital transformation**, taking into account **not only technological aspects, but also strategic, organizational, and sustainability-related issues**

Knowledge Areas of the Course

Strategic planning and digital intelligence:

- Ability to tackle and **solve strategic-managerial problems** using **data** supported by **digital technologies**.
- **Cognitive skills** in employing digital tools to plan, reason, and make **strategic managerial decisions**.

Change management and innovation:

- Ability to **lead innovation and organizational change** through **digital technologies**.
- **Management of digital transformation** while addressing resistance to change and environmental and competitive challenges.

Digital marketing and communication:

- Development of integrated **digital marketing strategies** with an **international** outlook.
- Ability to interpret business needs and **customer behavior** using **digital data and tools**.

These core competencies will be supported by:

- Familiarity with **statistical-mathematical tools** for decision-making
- National and international perspectives on **economic dynamics**
- Knowledge of **legal frameworks** and **governance** systems



Study Plan

FIRST YEAR

Strategic management and intelligence - 12 ECTS

Change management and digital transition - 9 ECTS

Supply chain and digital cost management - 6 ECTS

Student's choice for a total of 12 ECTS:

- Sustainability reporting and assurance - 12 ECTS
- Entrepreneurship and Strategic Innovation - 6 ECTS
- Public management and innovation - 6 ECTS
- Business and society - 6 ECTS

Student's choice for a total of 6 ECTS:

- Statistics for business consulting - 6 ECTS
- Mathematical Methods for Insurance - 6 ECTS

Legal principles of corporate governance - 6 ECTS

Student's choice for a total of 12 ECTS:

- Economics of saving and ESG investing - 6 ECTS
- Economics of the European Union - 6 ECTS
- Business History - 6 ECTS

SECOND YEAR

Data analytics for planning and control - 9 ECTS

Marketing communications - 9 ECTS

Student's choice for a total of 6 ECTS:

- Financial risk management - 6 ECTS
- Data mining - 6 ECTS
- Economic and business ethics - 6 ECTS

Extra Activities for a total of 6 ECTS:

- Leadership and soft skills laboratory - 3 ECTS
- Digitalization and AI laboratory (D&AI) - 3 ECTS

Student's free choice - 12 ECTS

Final dissertation - 15 ECTS

Other Useful Knowledge for Entering the World of Work - 1 ECTS



Admission Requirements

1 Academic qualifications:

A Bachelor's degree in Class L-18 ("Business Administration") or Class L-33 ("Economics") under D.M. 270/2004, or a foreign qualification recognized as valid according to current regulations.

2 Academic requirements:

75 ECTS in 4 areas:

- **30 ECTS in Business area**
- **15 ECTS in Economics area**
- **15 ECTS in Math/Statistics**
- **15 ECTS in Law**

If academics requirements are not met, the Course Council will indicate which exams must be taken as transitional single courses. After passing them, students may reapply for admission.



Admission Rules

3. Review of the academic curriculum

- **Mandatory exams:**

- ✓ One in **Business Administration II** or equivalent
- ✓ One chosen from **Corporate Strategy, Management Control, or Cost Analysis and Accounting** (or equivalents)
- ✓ One chosen from **Organization Studies** or **Human Resource Management** (or equivalents)

- **English language proficiency:**

- ✓ At least **9 ECTS** in **English language courses**
- ✓ A **degree** taught in **English**
- ✓ A recognized **English language certificate** (Cambridge, IELTS Academic, TOEFL or equivalents) with a minimum **B2 level**



NO WRITTEN TEST

- a) Bachelor's degree **final grade** of at least **98/110**
- b) **Average grade** (credit-weighted) of at least **26/30** in Business Administration II (or equivalent) and the two best-scoring **mandatory courses**

WRITTEN TEST REQUIRED

Only if **none of the academic curriculum criteria are met**. The test will cover the mandatory exam topics and will be administered 3 times per year according to a calendar set by the Course Council.

Contact Information

E-mail

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Website (under construction)

<https://dicm.ec.unipi.it/>

