

# Short-term programmes

## SUMMER



	JUNE 9-13	JUNE 16-20	JUNE 23-27	JUNE 30 - JULY 4	JULY 7-11	JULY 14-18	JULY 21-25
<b>Business</b> (Milan campus)	Strategic management and entrepreneurship		Business, government and the global economy		Social and eco entrepreneurship		
			The fashion market: structure, players and success factors				
			Luxury Business Strategy				
<b>Marketing and Communication</b> (Milan Campus)	Mass communication and media industries: the Italian style in producing and managing TV, ads, and music		New frontiers in brand communication and consumer engagement		Understanding the customer: theories, trends, and values for an effective communication strategy		
			Brand strategy experience: a professional approach		Personal branding: impact, influence and effectiveness in the workplace		
<b>Cultural Studies</b> (Milan Campus)	Discovering Italy through its culinary traditions		A mafia story: its representation in literature, cinema and television		Italian masterpieces, portrayal of a culture through its cinema		
			Writing a story: the art of captivating people through storytelling		What makes us global: cultural and political interconnectedness in effective leadership and management		
<b>International Relations</b> (Milan Campus)			AI and global politics: navigating technology's impact on international relations		Italian politics. International change and domestic transformation		
<b>Psychology</b> (Milan campus)			Community psychology and family business: an integrated perspective		Integrating mind-body approaches in clinical psychology: mindfulness, relaxation, and placebo effects		
<b>Sports Sciences</b> (Milan Campus)	Effective approaches to sports performance and health enhancement						
<b>Education</b> (Milan Campus)			Inclusive education				
<b>Health Sciences</b> (Rome Campus)	Global health and epidemiology		Health policy and management for universal coverage				
	From molecules to cells: a translational path towards novel therapeutics						



Courses may be subject to change. Scan or click here for more detailed information: