



Call for applications for admission to the Professional Master Programme I level

in "Digital Marketing and Communication"

Campus Bologna

code: 5734

Academic Year 2020-2021

WINDOW	PRE-ENROLMENT	SELECTIONS	REGISTRATION	PLACES AVAILABLE
<b>1</b> (for all)	Within 08/05/2020	21/05/2020	From 04/06/2020 to 25/06/2020	30
<b>2</b> (for all)	From 09/05/2020 to 08/07/2020	15/07/2020	From 23/07/2020 to 25/09/2020	10 plus any remaining from the first window for a maximum total of 50
<b>3</b> (for all)	From 09/07/2020 to 08/09/2020	15/09/2020	From 22/09/2020 to 13/10/2020	10 plus any remaining from the first window for a maximum total of 50

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**ATTENTION:**

New regulations concerning the validity and use of certificates in the Public Administration came into force on 1 January 2012.

In compliance with the new regulation, the Public Administration cannot accept or request certificates concerning information which is already in the possession of the Italian public administration; only self-certifications will be accepted.

This does not apply to certificates which contain information which is not in the possession of the Italian public administration (e.g. "dichiarazione di valore" for qualifications obtained abroad).



## Article 1 (General Information)

Under the terms of Decree no. 270 of 22 October 2012 issued by the Italian Ministry of Education, University and Research, the Alma Mater Studiorum - University of Bologna, Bologna campus, will run a I level Professional Master Programme, in “Digital Marketing and Communication” for academic year 2020-2021. The programme lasts for one year (full time attendance), classroom training is delivered in English and the programme awards 60 learning CFU credits.

The programme is run in collaboration with Fondazione Bologna University Business School (hereinafter referred to as BBS).

Following the learning activities in the classroom, a training project in the field, either in Italy or abroad, is to be carried out in the form of an individual stage (internship) or in the form of a research project (project work). At the end of the internship or the project work, participants need to submit a written report on the activities they carried out and the results reached.

The Master is designed to enable the students to cover managerial positions in the communication and marketing departments of companies, public administration and in consulting companies. The main objective of the courses is to train the students on web marketing and advertising, ensuring that the students have a proficiency on technical aspects of web marketing as well as a sound knowledge of traditional marketing strategies at national and international level.

Further information is available in the Master presentation published on the website <http://www.unibo.it/en/teaching/professional-master/professional-master-programmes>.

Attendance is mandatory. The minimum percentage of attendance is 70%.

The awarding of the professional master programme and the 60 CFU is subordinate to:

- a) payment of all fee instalments within the established deadlines;
- b) achievement of a minimum attendance of 70% of classroom activities;
- c) completion of the internship/*stage* (curricular internship) hours or completion of the *project work* based on the requirement of the Master's study plan; for students enrolled in the Master's Programme, the University of Bologna makes available an on-line module on Health and Safety at Work; for more details refer to <http://www.unibo.it/it/servizi-e-opportunita/salute-e-assistenza/salute-e-sicurezza/sicurezza-e-salute-nei-luoghi-di-studio-e-tirocinio>
- d) passing the final examination. The final examination is deemed to be passed with a grade of at least 18 out of 30.

**All exams and assessments taken during the course of the master, at the end of each module or lessons, will not be individually recorded and will therefore not grant any separate credits. Any such exams and assessments, however, will be taken into account by the Examination Committee when deciding the final grade of each student.**

At the end of the teaching activities, students will express their own opinions through an on-line questionnaire.



The Master is a post-graduate course with a closed number of places. The minimum number of participants for the activation of the master is 12 while the maximum is 50. Entrance is subject to the selection procedures indicated in art. 7.

**Failure to reach the minimum number of participants or the failure to reach the minimum budget requirements will result in the master not being activated.**

Within five working days of the closure of enrolments, the university will communicate to the students, via email, the activation or non-activation of the master.

In the case of non-activation the university will request that all enrolled students provide an **IBAN code linked to a personal bank account, entitled or co-entitled to the enrolled person** in order to activate the process of reimbursement of the fees paid (excluding the processing fee).

**ATTENTION – It will not be possible to reimburse these funds to an IBAN not possessing the characteristics indicated above.**

Please note that the refund is paid by the Accounting Department of the University within 60 days from the date of issuance of the decree by the Master Office.

For further details please see the following page:  
<http://www.unibo.it/Portale/Master/Master+Universitari/default.htm>.

ATTENTION – It is not possible to transfer your enrolment from one Master Programme to another, nor to any other course offered by the University.

## **Article 2 (Admission requirements)**

The programme is reserved for candidates who, by **the time of enrolment**, 25 June 2020 (Window 1) or 25 September 2020 (Window 2) or 13 October 2020 (Window 3), are in possession of the following qualifications and access requirements:

- a) All types of three-year degrees, Master and Master's course obtained under D.M. 270/04 or degrees of the first cycle, second cycle or single cycle obtained under the laws previously in force (DM 509/99 and Old Regulations).
- b) Degrees obtained abroad deemed equivalent to those described in point a) by the admission committee, for the purposes of admission to the Master.
- c) Sound knowledge of the **English language**

According to a positive assessment of the Admission Board, candidates with Master's degrees in the fields of Marketing and Communication can be admitted at the programme, provided they are in possession of job experiences and qualifications showing qualified expertise in the subjects covered by the professional master programme.

**ATTENTION –** Non-EU candidates who at the time of applying are in possession of a first cycle degree providing eligibility for the Master, and who are also registered for an education or course at



an Italian university, need to have completed and obtained that title before the registration deadlines indicated above in order to register for the Master.

It is important to note that a candidate cannot be simultaneously enrolled, for any reason, in two separate university courses (art. 11 – Incompatibility).

The participation of **auditors** is permitted; the admitted number shall not however exceed 20% of the enrolled students. Anyone interested may express their interest directly to the place of teaching (*BBS – detailed in Art. 17*) and will be notified directly of the acceptance of their request as well as the details for registration and payment of the programme participation fee, the amount of which is given in art. 9 below. Attendance is not compulsory for auditors. Moreover, Auditors are not permitted to perform exams or the final examinations, do not take part in the internship, are not required to produce project work, and are not awarded a 1<sup>st</sup> Level Professional Master in “Digital Marketing and Communication” or any CFU. Auditors are given a certificate of participation by the place of teaching stating the amount of hours effectively attended.

### **Article 3** **(Selection and available places)**

For the academic year 2020-2021, 50 places are available.

There are three windows for pre-enrolment, selection and registration, as described in the table below:

WINDOW	PRE-ENROLMENT	SELECTIONS	REGISTRATION	PLACES AVAILABLE
<b>1</b> <b>(for all)</b>	Within 08/05/2020	21/05/2020	From 04/06/2020 to 25/06/2020	30
<b>2</b> <b>(for all)</b>	From 09/05/2020 to 08/07/2020	15/07/2020	From 23/07/2020 to 25/09/2020	10 plus any remaining from the first window for a maximum total of 50
<b>3</b> <b>(for all)</b>	From 09/07/2020 to 08/09/2020	15/09/2020	From 22/09/2020 to 13/10/2020	10 plus any remaining from the first window for a maximum total of 50

**ATTENTION** - the three windows are independent paths and independently concluded IT IS NOT POSSIBLE, FOR EXAMPLE, TO PRE-REGISTER TO WINDOW 1 AND ATTEND THE SELECTIONS IN WINDOW 2.

At the closure of enrolment of each window, candidates who have not yet enrolled, lose the right to enrol.

A candidate not passing the selections of the first window cannot participate in the selections of the second window.

If the number of enrolled students at the closing of the first window is less than the number of available places (30), the difference will be carried over to increase the maximum number of available places in the second window.



#### Articolo 4

### (Candidates possessing a **DEGREE OBTAINED ABROAD**: admission and delivery of documents)

For candidates possessing a degree obtained abroad, the **registration** for the **selection process** takes place in **three separate phases**:

#### 1. first phase - recognition of qualification for the purposes of admission to Master

Candidates should contact the Italian Diplomatic Representation in the country where the degree was obtained (or the competent Italian Diplomatic Representation for the territory in question) and request:

- i) an authenticated copy of the qualification and the academic transcript legalized;
- ii) the official translation of the qualification;
- iii) the declaration of value.

**ATTENTION** – in place of the *declaration of value* the candidate may provide the **Diploma Supplement** (issued by the University from which the degree was obtained in compliance with the model issued by the European Commission). The candidate is nonetheless obliged to produce a **certified and legalized copy** and the **official translation** of the diploma. The translation is not necessary for titles in English, French, German or Spanish.

For further details please see the following page <http://www.unibo.it/en/teaching/enrolment-transfer-and-final-examination/Certificate-of-equivalence-translation-and-legalization>

#### 2. second phase - online registration for selection

To participate in the selection process, candidates must use the Studenti Online service. The candidate shall:

- a) Go onto the website <http://www.unibo.it/en/services-and-opportunities/online-services/online-services-for-students-1/guide-to-online-student-services/studenti-online>;
- b) Click on access Studenti Online Services;
- c) Log in with credentials (if not yet registered, click on “REGISTER >>”);
- d) click on International Student Registration;
- e) register by entering personal details and details of qualifications.

Upon successful registration, the candidate will be shown (and must write down) the credentials enabling the first login, will be prompted to change the password, and may then:

- f) pre-register (click on “Entrance exams or requirements check”);
- g) **pay the 60.00 Euro admission fee** (non-reimbursable administrative fee) no later than 1:00pm (CEST) **on 8 May 2020 (Window 1) 8 July 2020 (Window 2) 8 September 2020 (Window 3)**, using one of the following methods:
  - i) online, by credit card Visa, MasterCard, Diners, American Express;
  - ii) at any UniCredit Spa branch in Italy (list of branches available from (<https://www.unicredit.it/it/contatti-e-agenzie/locator.html?intscid=ucints-2001#>), using the form printed at the end of the online registration.
- h) **print the “summary sheet” and sign it.**



In case of difficulties in completing the online registration procedure, please contact the **Helpdesk** by calling +390512099882 or by sending an e-mail to [help.studentionline@unibo.it](mailto:help.studentionline@unibo.it).

### **3. third phase: send documents**

Candidates must turn in or send the following documents to the **Master's Office** (*BBS – detailed in Art. 17*) **by the deadline no later than 8 May 2020 (Window 1) 8 July 2020 (Window 2) 8 September 2020 (Window 3)**:

- i) a certified copy of the qualification and the academic transcript, legalized or, if not yet graduated, the list of exams with grades and the expected date of graduation;
- ii) the official translation of the qualifying degree (only for graduated candidates);
- iii) the declaration of value (only for graduated students);
- iv) the Diploma Supplement (substituting the Declaration of Value);
- v) the signed “eligibility summary sheet”;
- vi) a photocopy, front and back, of a valid ID card or passport;
- vii) a copy of the payment receipt of the 60.00 Euro administrative fee;
- viii) the following qualifications and documents: Curriculum Vitae in English, motivation letter in English and passport photo.

The above documents **must be delivered by 8 May 2020 (Window 1) 8 July 2020 (Window 2) 8 September 2020 (Window 3)**.

Moreover, they shall be forwarded in advance by e-mail to both of the following addresses: [communication@bbs.unibo.it](mailto:communication@bbs.unibo.it); [master@unibo.it](mailto:master@unibo.it)

Under no circumstances will be sending of the documentation by email be deemed to replace the presentation of documents in paper form.

For any doubts concerning the shipment of documents or the required qualifications, please consult the website [www.bbs.unibo.it](http://www.bbs.unibo.it) or contact the place of teaching (contact details are specified in art. 17).

**NB: Pre-registration applications will be deemed to be valid only where accompanied by the proof of payment of the 60.00 Euro administrative fee.**

#### **Article 5**

**(Candidates possessing a DEGREE OBTAINED IN ITALY: admission and delivery of documents)**

For candidates possessing a degree obtained in Italy, the **registration** for the **selection process** takes place in **two separate phases**:

#### **1. phase one: online registration for selection**

To participate in the selection process, candidates must use the Studenti Online service. The candidate shall:



- a) Go onto the website <http://www.unibo.it/en/services-and-opportunities/online-services/online-services-for-students-1/guide-to-online-student-services/studenti-online>;
- b) Click on access Studenti Online Services;
- c) Log in with credentials (if not yet registered, click on “REGISTER >>”);
- d) click on “Prove di ammissione o verifica dei requisiti”
- e) **pay the 60.00 Euro admission fee** (non-reimbursable administrative fee) no later than 1:00pm (CEST) on **8 May 2020 (Window 1) 8 July 2020 (Window 2) 8 September 2020 (Window 3)**, using one of the following methods:
  - i) online, by credit card Visa, MasterCard, Diners, American Express;
  - ii) at any UniCredit Spa branch in Italy (list of branches available from (<https://www.unicredit.it/it/contatti-e-agenzie/locator.html?intscid=ucints-2001#>), using the form printed at the end of the online registration.
- f) **print the “summary sheet” and sign it.**

In case of difficulties in completing the online registration procedure, please contact the **Helpdesk** by calling +39 0512099882 or by sending an e-mail to [help.studentionline@unibo.it](mailto:help.studentionline@unibo.it).

## 2. phase two: delivery of documents

Candidates must turn in or send the following documents to the place of teaching (Bologna Business School (BBS) – Villa Guastavillani, Via degli Scalini, 18 - 40136 Bologna (BO) – Italia; Tel. +39 0512090111; Email: [communication@bbs.unibo.it](mailto:communication@bbs.unibo.it); Certified email address (PEC): [fondazionebbs@pec.it](mailto:fondazionebbs@pec.it)):

- i) the “eligibility summary sheet”, signed anywhere on sheet;
- ii) the self-certified declaration of the degree certificate giving the final degree score, details of the exams passed and relative grades; If not yet graduated, the presumed date of graduation along with details of exams passed and their marks;
- iii) a copy of the payment receipt of the 60.00 Euro administrative fee;
- iv) a photocopy, front and back, of a valid ID card or passport
- v) the following qualifications and documents:

- i. Curriculum Vitae in English;
- ii. Motivation letter in English
- iii. A photocopy, front and back, of a valid ID card or passport;
- iv. Passport photo

The above documents **must be delivered** by **1:00pm CEST** on **8 May 2020 (Window 1) 8 July 2020 (Window 2) 8 September 2020 (Window 3)**.

They shall also be sent in advance by e-mail to the following addresses: [communication@bbs.unibo.it](mailto:communication@bbs.unibo.it)  
Under no circumstance does sending the documents via email substitute the hard copy paper version.

For any doubts concerning the shipment of documents or the required qualifications, please consult the [www.bbs.unibo.it](http://www.bbs.unibo.it) or contact the place of teaching (contact details are stated in art. 17).



**NB: Pre-registration applications will be deemed to be valid only where accompanied by the proof of payment of the 60.00 Euro administrative fee.**

### **Article 6**

#### **(Other information concerning admission for selection and delivery of documents)**

Candidates with disabilities - pursuant to Italian Law no. 104 of 5 February 1992 - must explicitly apply for any specific aid required to support their own deficit, as well as any additional time required in order to take part in the selection process.

The University of Bologna will not be liable for lost or misdirected communications due to incorrect addresses given by candidates or the late or non-notification of changes to the address given in the on line registration, or for any difficulties in the postal or telegraphic services or any other difficulties which are caused by third parties, acts of providence or force majeure.

All candidates are **admitted** to the tests **with reserve**: the University of Bologna will thereafter exclude candidates who do not possess the admission requirements laid down in this call for applications.

In the event of false declarations made in the documentation presented by the candidates, relevant for the purposes of registration, without prejudice to the penalties laid down in art. 76 of Presidential Decree no. 445 of 28 December 2000, such candidates will not be permitted to register and will not have any right to reimbursement of the fees paid. Any false declarations will be subject to claims for damages by the affected parties.

### **Article 7**

#### **(Selection procedures and entrance exam dates)**

For candidates whom do NOT possess English as their first language, admission to the Master's degree programme is subject to the positive written assessment of the candidates' level of English and individual interview.

The maximum score awarded by the Admission Board is 100 points, 30 of which are allocated to the written assessment of the candidates' level of English and the remaining 70 are allocated to the individual interview.

The minimum score of 60/100 must be achieved to pass the selection.

The Admission Board is appointed by the Programme Director.

The person in charge of the selection procedure is the Programme Academic Director.

The evaluation process will take place:

- for those enrolled to **Window 1: 21 May 2020**
- for those enrolled to **Window 2: 15 July 2020**
- for those enrolled to **Window 3: 15 September 2020**

Candidates attending the test must bring a valid identification document with them.





**Candidates residing or staying abroad**, who are for exceptional reasons unable to attend the admission exam at the times and in the methods indicated above, shall provide prompt written motivation to the Director of the Master, contacting the place of teaching (*BBS – detailed in Art. 17*).

The Director may decide to carry out the selection using alternative methods to those described above (such as videoconference) within the rules imposed by the University.

### **Article 8 (Production and approval of the admission ranking)**

Admission to the professional master programme is granted to eligible candidates, within the limits of available seats, based on the ranking drawn up on in accordance with the total score awarded.

In the event of two candidates with the same score, the candidate with the highest score in the individual interview will rank higher. In the event of the same score also in the individual interview, the younger candidate will rank higher.

The lists of qualified candidates will be published from **4 June 2020 (Window 1) 23 July 2020 (Window 2), 22 September 2020 (Window 3)** on the website <http://www.eng.unibo.it/PortaleEn/Online+Services/StudentiOnline.htm> by entering username and password.

Once the qualifying list is public, student can ask for information at the place of teaching (*BBS – detailed in Art. 17*).

### **Article 9 (Tuition fees)**

The total tuition fee for students of the Master is of 14,800.00 (fourteen thousand eight hundred /00) Euro.

The first instalment 1,850.00 Euro (one thousand eight hundred and fifty/00). The second instalment is 7,000.00 (seven thousand/00) Euro. The third instalment is 5,950.00 (five thousand nine hundred and fifty/00) Euro.

The fee for **auditors** is 8,800.00 (eight thousand eight hundred/00) Euro. The first instalment is 1,220.00 (one thousand two hundred and twenty/00) Euro. The second instalment is 7,580.00 (seven thousand five hundred and eighty/00) Euro.

Reduced fees according to the bands listed below are available for students awarded positions of merit in the qualifying lists for the two selections – where available – including during the selections and as according to the position obtained within the specific specialisation:

1. Band 1: Fees reduced to 10,800.00 (ten thousand eight hundred/00) Euro. The first instalment 1,850.00 (one thousand eight hundred and fifty/00) Euro. The second instalment is 7,000.00 (seven thousand/00) Euro. The third instalment is 1,950.00 (one thousand nine hundred and fifty/00) Euro;



2. Band 2: Fees reduced to 9,280.00 (nine thousand two hundred and eighty/00) Euro. The first instalment is 1,850.00 (one thousand eight hundred and fifty/00) Euro. The second instalment is 7,430.00 (seven thousand four hundred and thirty/00) Euro.
3. Band 3: Fees reduced to 8,800.00 (eight thousand eight hundred/00) Euro. The first instalment is 1,850.00 (one thousand eight hundred and fifty/00) Euro. The second instalment is 6,950.00 (six thousand nine hundred and fifty/00) Euro.
4. Band 4: total tuition waiver, in the case of all tuition fees being waived, the student must none the less pay a fixed fee of 180,81 (one hundred and eighty/81) Euro (required for the regional tax, stamps, insurance and professional master programme certificate).

The first instalment must be paid on enrolment, in the manner laid down in article 12 below according to the established calendar:

- **Window 1: from 4 June 2020 to 25 June 2020**
- **Window 2: from 23 July 2020 to 25 September 2020**
- **Window 3: from 22 September 2020 to 13 October 2020**

**The first installment cannot be paid beyond the deadline for the registration under penalty of exclusion from the Master.**

The second instalment must be paid within **30 December 2020**. Third instalment must be paid within **30 April 2021**.

The late payment of the second instalment beyond the set date will lead to the payment of a fine of 60.00 Euro.

**ATTENTION – information on how to make payments related to the installments after the first will be provided in due time before the respective deadline**

Late instalments and relative fines must be paid within 30 days of the deadline.

**Students whom have not performed payments correctly will not be allowed to perform the final exam.**

The Master's Programme is not subject to exemption from registration fees or tuitions fees (as per DPCM 9 April 2001, art. 8, para. 1).

#### **Article 10 (Fee payment by third parties)**

The cost of the student's enrolment to the Programme may be borne by third parties (public authorities, foundations, businesses, etc.).

In this case, please contact the place of teaching prior to the selection procedure (*BBS – detailed in Art. 17*) for information on how to pay the fees.

**ATTENTION - payment of fees by third parties must be formally recorded (in a letter of commitment or contract) by the date set for the selection process.**

Following payment, the university or **BBS** issue an accounts receipt.



## Article 11 (Incompatibility)

Under the terms of article 142 of the Italian Law T. U.1592/1933, it is forbidden to register with more than one university degree programme at any one time. Therefore, **students registering with this professional master programme will not be able to register** with any other *Master, specialisation school, PhD, first or second cycle degree programme* at the same time. This clause does not apply to post-graduate (“alta formazione”), Lifelong Learning programme or Summer/Winter schools.

For conditions other than those mentioned above, please refer to the respective regulations and the competent offices (e.g. Research grants, TFA, PAS).

## Article 12 (Registration: payment of the first instalment and delivery of documents)

The first instalment is 1,850.00 (one thousand eight hundred and fifty/00) Euros.

Candidates admitted according to the list of qualifying students shall, **no later than 25 June 2020 (Window 1) o 25 September 2020 (Window 2) o 13 October 2020 (Window 3):**

1. Go onto the website [www.unibo.it/Portale/Guida/StudentiOnline](http://www.unibo.it/Portale/Guida/StudentiOnline);
2. sign in using username and password obtained during pre-registration;
3. follow the **registration procedure**.

In case of difficulties in completing the online procedure, please contact the **Helpdesk** by calling +39 0512099882 or by sending an e-mail to [help.studentionline@unibo.it](mailto:help.studentionline@unibo.it);

4. pay the **first instalment** with one of the following payment options:
  - a) online, by credit card Visa, MasterCard, Diners, American Express;
  - b) at any UniCredit Spa branch in Italy using the form printed from the StudentiOnline system. The bank accepts only cash (within legal limits) or non-transferable circular cheques made out to **Unicredit Spa Cassiere Alma Mater Studiorum Università di Bologna**; payments are not accepted by postal order or if made to any other credit institute other than the one stated here.

N.B. In the event of registration fees being paid by third parties (public bodies, foundations, businesses, etc.) the application for enrolment form is available immediately on the Studenti Online website (<http://www.unibo.it/en/services-and-opportunities/online-services/online-services-for-students-1/guide-to-online-student-services/studenti-online>) by clicking on “Application form”, on the bottom of the website home page, following authentication using username and password.

5. **deliver** to the Master's Office (address given in art. 17):
  - a) the registration form, printed from the Studenti Online system and duly completed and signed;
  - b) a photocopy of the payment receipt for the first instalment;
  - c) one passport-sized photo;
  - d) **For non-EU citizens, a copy of the resident permit, as according to art. 39 comma 4 TU Immigration (\*), or a Study Visa (for university or post-graduate studies) and a copy of the receipt confirming the application for the residence permit.**

(\*) **ATTENTION** – Registering in a university Master is allowed for non-EU citizens whom are already in possession of an EU long-term permit (e.g. a residence card) or a residence permit for:



- employment or self-employment;
- family reasons;
- political or humanitarian asylum (political asylum, subsidiary protection, humanitarian protection);
- religious reasons.

For candidates who are already in possession of a residence permit for studies for at least one year, it is specified that this permit must be of a renewable type (e.g. a residence permit issued for an Italian language course is not renewable) and, in order to be renewed, said permit must be held alongside the Italian degree for which it was initially released.

Eligible candidates that have concluded their qualifying degree after the deadline of the Call must send to the Master Office (according to the methods and addresses listed in art. 17):

- 1) the documents listed under article 3, point 3., letter a), points i), ii) e iii) if they have carried out their degree abroad;
- 2) the documents listed under article 4, point 2., letter a), point ii) if they have obtained the degree in Italy.

**Applications made with incomplete documentation will not be accepted.**

Registration is deemed to be completed with the payment, delivery to the Master's Office of the application and required documents (see point "5" of this article) within and no later than the deadline of **25 June 2020 (Window 1) o 25 September 2020 (Window 2) o 13 October 2020 (Window 3)**. In case of shipping the documents via post mail, **the residence permit (or copy of the receipt confirming the application for the permit)** can be presented by the student in person upon arrival in Italy.

**SENDING DOCUMENTS TO THE MASTERS OFFICE VIA POSTAL SERVICE**

Documents may be sent by registered mail service (we suggest to obtain a receipt) to the Masters Office: *Alma Mater Studiorum – Università di Bologna, Settore Post Lauream, Ufficio Master, via Zamboni, 33 – 40126 Bologna* (in this case, the postmark shall constitute proof of shipment).

The University of Bologna will not be liable for any delays in delivery, lost post or incomplete documentation.

The documents can be delivered also via Certified e-mail – PEC (alternatively to the postal service) to the address [scriviunibo@pec.unibo.it](mailto:scriviunibo@pec.unibo.it)

**Article 13  
(Withdrawal from enrolment)**

Any candidate wishing to withdraw from enrolment or decide not to pay the tuition fee after having successfully passed selections must immediately notify the Master's office. Withdrawals must be sent in written form either by e-mail at [master@unibo.it](mailto:master@unibo.it) or by fax at +39 051-2086222, **attaching a front and back copy of their ID document, in order to allow the seats to be filled by other candidates.**



#### **Article 14 (Filling of free places)**

Free places will be filled only:

- for ranking lists including more eligible candidates than the maximum number of available seats;
- if there are seats available after the deadline for registrations of admitted candidates.

The first working day following the deadline for registration, the Master's office will check the number of available seats and will contact, by telephone or e-mail, the eligible candidates, following the order of their position in the admission ranking. If they are still interested in registering for the programme, they must proceed to do so by the deadline indicated by the office and in the methods described in the call for applications.

#### **Article 15 (Withdrawal from the programme)**

Students undergoing the master, after having paid one or more instalments of enrolment in the master, who then decide to withdraw from participation in the Master, **are not entitled, for any reason, to a refund of the fees paid.**

For information on withdrawing, please consult [http://www.unibo.it/it/didattica/iscrizioni-trasferimenti-e-laurea/ripresa-e-interruzione-degli-studi/](http://www.unibo.it/it/didattica/iscrizioni-trasferimenti-e-laurea/ripresa-e-interruzione-degli-studi/rinunciare-studi/); for the withdrawal form please contact the Master Office (according to the methods and addresses listed in art. 17).

**ATTENTION - For non-EU students the withdrawal from the program will result in the loss of necessary requisites for a legal stay in Italy.**

#### **Article 16 (Payment of further instalments)**

The second instalment is 7,000.00 (seven thousand/00) Euro and must be paid by **30 December 2020** and the third Instalment is 5,950.00 (five thousand nine hundred and fifty/00) Euro and must be paid by **30 April 2021**.

In the case of reduced fees by merit in band 1, the second instalment of 7,000.00 (seven thousand/00) Euro must be paid by **30 December 2020** and the third instalment of 1,950.00 (one thousand nine hundred and fifty/00) Euro must be paid by **30 April 2021**.

In the case of reduced fees by merit in band 2, the second instalment of 7,430.00 (seven thousand four hundred and thirty/00) Euro must be paid by **30 December 2020**.

In the case of reduced fees by merit in band 3, the second instalment is 6,950.00 (six thousand nine hundred and fifty/00) Euro and it must be paid by **30 December 2020**.

In the case of auditors, the second instalment is 7,580.00 (seven thousand five hundred and eighty/00) Euro and must be paid before 30 days have passed since the payment of the first instalment.

The payment methods for the second and third instalments, prior to their respective deadlines will be sent to participants via email.

Late payments beyond the set date will lead to the payment of a fine of 60.00 Euro.



**ATTENTION** – Late instalments and relative fines must be paid within 30 days of the deadline. **A student who has not followed through on the payments will not be allowed to perform the final exam.**

**Article 17**  
**(Information, contacts and delivery methods)**

For **scientific and teaching information** (teaching programme, lesson timetable, exams, internships or project works etc.) contact the place of teaching at

Bologna Business School (BBS) – Villa Guastavillani

Via degli Scalini, 18 - 40136 Bologna (BO) - Italia

Tel. +39 0512090111

Fax +39 0512090112

Opening times to the public:

Mon. - Fri. from 09.00 am to 6.00 pm

Dott.ssa Matilde Pieretto - tel. +39 0512090141

Dott. Luigi Roberto Cesi - tel. +39 0512090142

Email: [communication@bbs.unibo.it](mailto:communication@bbs.unibo.it)

Certified email address (PEC): [fondazionebbs@pec.it](mailto:fondazionebbs@pec.it)

Any **administrative information** can be obtained from the Master's Office, Via San Giacomo 7 - 40126 Bologna - Tel +39 - Fax +Tel +39 0512098140 - Fax +39 0512098039 - Email [master@unibo.it](mailto:master@unibo.it)

Master's Office opening hours:

Monday, Tuesday, Wednesday and Friday: 9.00 to 11.15 a.m.

Tuesday and Thursday 2.30 to 3.30 p.m.

Documents may be sent by registered mail with return receipt to the Masters Office: *Alma Mater Studiorum – Università di Bologna, Settore Post Lauream, Ufficio Master, via Zamboni, 33 – 40126 Bologna*. The University of Bologna will not be liable for any delays in delivery, lost post or incomplete documentation.

The only method of advertisement of this call for applications are the notices published on the University of Bologna portal [www.unibo.it](http://www.unibo.it).

The person in charge of the administrative procedure is the Head of Area Formazione e Dottorato: dott.ssa Daniela Taccone.

**Article 18**  
**(Processing of personal data)**

The candidates' personal data will be processed by the University of Bologna, the Data Controller, for the purpose of managing the call for applications and within the field of the activities described in the privacy policy for students intending to register for a professional master's degree programme, published on the University Portal (<http://www.unibo.it/it/ateneo/privacy-e-note-legali/privacy/privacy-master>) in compliance with the principles and provisions on the protection of



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personal data and confidentiality laid down in Italian Legislative Decree no. 196 of 30 June 2003 and in Regulation (EU) 2016/679.

Disclaimer: The official and legally binding announcement is in Italian only. This document cannot be used for legal purposes and is only meant to provide information in English on the admission process. Please refer to the Official Call for Applications published on <http://www.unibo.it/it/didattica/master/2020-2021#!>

(Date) 17/02/2020

La Dirigente  
(*Dott.ssa Daniela Taccone*)