

PhD in BUSINESS ADMINISTRATION AND MANAGEMENT
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CYCLE XXXX - COHORT 2025-2026

Please note that the study program might be subject to minor changes.

Lessons start in early September.

Attendance is mandatory. The program cannot be attended by distance learning.

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

- Management
- Marketing

First year - a.y. 2025-26

1 Preparatory course in Mathematics (optional) + 9 compulsory courses: 3 methods courses (shared by the two curricula) + 6 curriculum specific courses + Research Ethics course (self-managed online course, compulsory for both).

[Research presentation + seminars organized by the Departments of Management & Technology and Marketing.](#)

By the beginning of March: students choose elective courses to be attended in the 2nd year.

SEM.	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	MATHEMATICS - PREPARATORY COURSE (*)	12	FUKUDA	OPTIONAL
1	MICROECONOMIC FOUNDATION FOR BUSINESS STUDIES	36	PANICO	BOTH
1	INTRODUCTORY ECONOMETRICS FOR BUSINESS STUDIES	36	GAGLIARDI	BOTH
2	ADVANCED ECONOMETRICS FOR BUSINESS STUDIES	36	ESPINOSA	BOTH
1	ORGANIZATIONAL BEHAVIOR	36	ILIES	MANAGEMENT
1	ORGANIZATION THEORY	24	SODA	MANAGEMENT
1	STRATEGY	36	DI STEFANO	MANAGEMENT
2	INNOVATION	24	MARIANI	MANAGEMENT
2	ENTREPRENEURSHIP	24	SALVATO	MANAGEMENT
2	EMPIRICAL APPROACHES FOR MANAGEMENT RESEARCH	24	GAMBARDELLA	MANAGEMENT
1	MARKETING THEORY	24	ORDANINI	MARKETING
1	CONSUMER BEHAVIOR I	24	MUNZ	MARKETING
1	EXPERIMENTAL METHODS	24	VOSGERAU	MARKETING
2	MARKETING STRATEGY	24	MOON	MARKETING
2	MARKETING MODELLING	24	HONG	MARKETING
2	EMPIRICAL APPROACHES FOR MARKETING RESEARCH	24	RUBERA	MARKETING
1-2	PRINCIPLES OF RESEARCH ETHICS	2	ONLINE - SELF MANAGED	BOTH

(*) Joint course with PhD in Economics and Finance

Requirements to pass to the next year

Exam for each compulsory course.

Morover, a research presentation (code 41050) is required to be drafted under the supervision of the advisor and to be submitted just before the beginning of the 2nd year (early September).

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Second year - a.y. 2026-27

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 (24hs each) will be offered each year (based on students' preferences); they will be selected from this list (courses to be offered must be defined by early April):

SEM.	TITLE	HOURS	COURSE DIRECTOR	CURRICULUM
1	CREATIVITY IN THEORY BUILDING	24	MANNUCCI	BOTH
1	STRATEGIC HUMAN RESOURCE MANAGEMENT & HUMAN CAPITAL	24	CAMUFFO	BOTH
1	STRATEGIC LEADERSHIP IN MANAGEMENT NETWORKS	24	IORIO	BOTH
1	BEHAVIORAL STRATEGY	24	GUTIERREZ MORENO	BOTH
2	CONSUMER BEHAVIOR II	24	LONGONI	BOTH
1	ANALYTICS FOR MANAGING CUSTOMER VALUE	24	VALENTINI	BOTH
1	STRATEGIC INTERACTIONS AND FIRM BEHAVIOR	24	FOSFURI	BOTH
2	TEXT ANALYSIS	24	SHI	BOTH
2	ORGANIZATIONAL SOCIOLOGY	24	CASTELLUCCI	BOTH
2	TECHNOLOGY AND INNOVATION MANAGEMENT	24	VERONA	BOTH
2	ADVANCES IN STRATEGY & INNOVATION	24	KAPACINSKAITE	BOTH
2	DATA MINING FOR MARKETING ANALYTICS	24	KAI	BOTH

Requirements to pass to the next year

Exam for each course.

Moreover, the "2nd year research paper" (code 41051) has to be finalized and formally assessed (an "accept" is required to be admitted to 3rd year).

Third and Fourth year - a.y. 2027-28 and 2028-29

- Study/research period at other Universities + TA/RA 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 dissertation.