Prot. n. 0069658 del 12/03/2026 - [UOR: SI000088 - Classif. III/14] 15/2026

UNIVERSITÀ DEGLI STUDI DI BERGAMO
Dipartimento di Scienze Aziendali

APPLICATION DEADLINE: 30.3.2026

NOTICE OF SELECTION
FOR PARTICIPATION IN THE DOUBLE DEGREE PROGRAMME

MASTER'S DEGREE IN INTERNATIONAL MANAGEMENT AND MARKETING
(preferential admission for the Marketing Curriculum)
UNIVERSITY OF BERGAMO
and
MSc IN MARKETING
IMC University of Applied Sciences Krems – KREMS (Austria)

FOR THE ACADEMIC YEAR 2026-2027

The University of Bergamo (UniBg) and the IMC University of Applied Sciences Krems (IMC Krems) have signed a cooperation agreement that allows students enrolled in the Master's Degree Programme in Management, Marketing and Finance, from academic year 2024-2025 International Management and Marketing, to simultaneously complete the MSc in Marketing awarded by the IMC Krems with attendance at the partner university of a predetermined part of the study programme.

The aim of this integrated double-diploma programme is to provide students with a more complete international education that will enable them to find employment not only in Italy but also in other European countries.
The opportunity to participate in the initiative is reserved for a **maximum number of 5 students** enrolled for the academic year 2025-2026 in the 1st year of the Master's Degree Course in International Management and Marketing (with priority for students in the "Marketing" curriculum).
Five (5) University scholarships are available and will be awarded to the selected students.

The ranking list will be drawn up by the selection committee according to the criteria and procedures described below.

The integrated study programme envisages: a first year course at UniBg, attendance of the second year begins with the winter term at IMC Krems. The University of Bergamo recognises the credits acquired by the student in the Marketing Curriculum at the Krems location. This Double Degree is designed on the syllabus of the Marketing curriculum; students admitted from other curricula of the same course of study will have to supplement their syllabus with courses from the first year and second year before being awarded the double degree.

At the beginning of the integrated programme at IMC Krems, the course council will approve the courses to be taken by the student and identify equivalences with the individual study plan. At the end of the planned programme, the Course Council will approve the recognition of the educational activities carried out abroad and their registration in the student's career, as well as the recognition of the qualification acquired at the partner university.

The call for applications and the relative application form are available on the website at the following address: http://www.unibg.it/node/126.

How to participate in the a.y. 2026-2027 programme
Admission to the selection is conditional on regular enrolment in the first year of the LM International Management and Marketing (curriculum: Marketing; students from other curricula will have to acquire additional credits in the first year and in the second year to obtain equivalence and double degree) for the academic year 2025-2026.

In order to take part in the selection, all students must independently and sufficiently in advance take care of the formalities to be carried out in order to obtain all the necessary documentation for the planned period of stay in Austria, and must provide themselves with the necessary documentation to obtain on-campus accommodation and admission, as per the regulations of the host university and specified on its website.

Application procedure and deadlines
Students must submit their application (application form attached 1) and accompanying documents **no later than 30.3.2026** by sending an email to economia@unibg.it.
Together with the scanned application form dated and signed, the following must be sent:

- scan of passport or ID card;
- scan of the Curriculum Studiorum (Student Career with list of exams and grades and print-out of the student transcript showing *the weighted average* on the date of application) and the Curriculum Vitae (in European format) dated and signed, in pdf format.

Applications without all, or part of the required documentation will not be accepted.

Selections
Applications will be examined by the Commission composed of three professors appointed by the Council of the Department of Management.
Candidates are invited to attend a remote interview with the Commission, which will be held via Google Meet at the following link: https://meet.google.com/kcy-mgvf-swn
The date and time of the interview will be communicated to candidates at the end of the application period.

Results and acceptance
The merit ranking will be formulated considering the following parameters:
A) weighted average marks of the Master's degree examinations;
B) outcome of the motivational interview;
Parameter A) contributes 40% to the final score; parameter B) contributes 60%.

The merit list will be published on the website https://www.unibg.it/universita/amministrazione/concorsi-e-selezioni/bandi-studenti-e-laureati and will have the value of notification for all purposes.

Selected students must notify the Presidium of Economics in writing of their acceptance or withdrawal by sending an e-mail to **economia@unibg.it** by the deadline to be communicated.
Those who have not sent notification by the due date will be considered as renouncers. In the event of non-acceptance or renunciation, other candidates will take their place according to the order of the ranking list.

Requirements
The selected students will fulfil the requirements for their enrolment for the academic year 2026-2027 at the University of Bergamo and will attend the courses at the IMC Krems, subject to payment of the enrolment fee of approximately € 364 per semester, except for any surcharges which will be communicated by IMC Krems.
For exchange participants who are non-EU students and have studied the first year at UNIBG, the registration fee as a third country at IMC Krems is €300 and then 6.900,00 Euro per semester, except for any surcharges which will be communicated by IMC Krems.

Travel expenses and anything not specified are the responsibility of the participant.

Insurance cover
For all information on insurance cover, please refer to the Erasmus+ notice published on the Unibg website page: **https://www.unibg.it/bandi/bando-erasmus-mobilita-fini-studio-aa-20262027**

Economic conditions and financial support
Selected students will benefit from a scholarship funded by UniBg as foreseen in the call published at this link **https://www.unibg.it/bandi/bando-erasmus-mobilita-fini-studio-aa-20262027**

All the information related to the scholarship are available at the mentioned above link.

The Administration accepts no liability for the loss of communications due to inaccurate information on the address provided by the applicant or failure or delay in communicating a change in the address indicated in the application, or in any case attributable to the acts of a third party, unforeseeable circumstances or force majeure.

Information
For further information on the integrated program, please contact Prof. Cristina Bettinelli at the following e-mail address: **cristina.bettinelli@unibg.it**

Person in charge of the procedure
Pursuant to Law 241/1990, Fausta Schiavini, Administrative Manager of the Department, is appointed as the person in charge for the administrative procedure.

Data processing and confidentiality
Pursuant to Legislative Decree 196/2003 (Personal Data Protection Code), EU Regulation 2016/679 as well as Legislative Decree 51/2018 (Implementation of EU Directive 27 April 2016 no. 2016/680 of the European Parliament and of the Council on the protection of individuals with regard to the processing of personal data by competent authorities for the purposes of prevention, investigation, detection and prosecution of criminal offences or the execution of criminal penalties, and the free movement of such data), the personal data provided by the candidates/applicants will be collected at the Department of Business Sciences of the University of Bergamo and processed for the purposes of managing the public selection and the award of the scholarship. The Data Protection Officer (RDP/DPO) appointed by the University of Bergamo can be reached at dpo@unibg.it.

Notes and warnings
Any variations and additions will be made known by publication on the website: http://www.unibg.it/node/126.
In the event of false declarations, indication of untrue data or the use of false documents in the documentation submitted - without prejudice to the criminal sanctions provided for by the Criminal Code and the special laws on the subject and as provided for by Articles 75 and 76 of Presidential Decree 445/2000 - the candidate will be automatically excluded from the programme and will lose all the benefits obtained.

Head of Corruption Prevention
The University of Bergamo has adopted the Integrated Activity and Organisation Plan 2026-2028, which incorporates the "Three-year Corruption Prevention and Transparency Plan", and assigns responsibility for the prevention of corruption and transparency to the figure of the Director General, Dr Michela Pilot.
Any reports of irregularities in the proceedings may be forwarded to prevenzione.corruzione@unibg.it .

Publication requirements
This selection notice, together with Annex 1, will be published on the website of the University of Bergamo in the section http://www.unibg.it/node/126.

Reports of violations that harm the public interest or the integrity of the university
In accordance with the provisions of Legislative Decree No. 24/2023 (concerning the protection of individuals who report violations of European Union law and national legal provisions), candidates participating in this selection procedure may report to the University's Anti-Corruption and Transparency Officer (RPCT) any behaviors that harm the public interest or the integrity of the Administration. Those making reports are guaranteed the protective measures outlined in Chapter III of Legislative Decree No. 24/2023. Additionally, whistleblowers are guaranteed special protection of their personal identity, provided that the reports are submitted through the dedicated channels set up by the Administration, namely the specific online platform accessible at the following web address: https://unibg.whistleblowing.it/ or, alternatively, via the voicemail service available at the following phone number: 035 2052 160. Further information is available on the University's official website, in the Transparent Administration section, at the following link: https://trasparenza.unibg.it/amministrazionetrasparente/altri-contenuti/prevenzione-corruzione

The Director of the Department
prof. Daniela Andreini

Document digitally signed pursuant to Art. 24 of Legislative Decree 82/2005 and subsequent amendments and additions.

ALLEGATO 1

APPLICATION FORM
DOUBLE DEGREE PROGRAM
MASTER DEGREE IN INTERNATIONAL MANAGEMENT AND MARKETING
Curriculum Marketing
Università degli studi Di Bergamo – BERGAMO (Italy)
and
IMC University of Applied Sciences Krems – KREMS (Austria)
ACADEMIC YEAR 2026-2027

I, the undersigned, Surname _____Name_____
e-mail address_____
Student ID number _____

enrolled in the academic year **2025-2026 for the 1st year of Master Degree in International Management and Marketing (IMM), of the Department of Management of the University of Bergamo, curriculum _____**

ASKS

to participate in the integrated joint Double Degree program in MSc in Marketing (IMC Krems) and Master in International Management and Marketing" (University of Bergamo) for the academic year 2026-2027.

I, the undersigned, furthermore, aware of the penal sanction provided in case of false declarations according to "D. P. R. 445 del 28 dicembre 2000 e s.m.i.",

declare:

on the day of the submission of the application, of having passed the following exams of the Master Degree in International Management and Marketing:

Exam	Code	Passed on date	Score	CFU

Date ……. SIGN …….……

I authorize the treatment of my personal data according to “Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali”, del Regolamento EU 2016/679 nonché del Decreto Legislativo 18 maggio 2018, n. 51 “Trattamento di dati personali a fini di prevenzione, indagine, accertamento e perseguimento di reati o esecuzione di sanzioni penali” attuativo della Direttiva UE 2016/680”.

Date ……. SIGN ……

Attachments:

1. a scanned copy of CV Vitae (according to the European format) et Studiorum (Student Careeer with list of exams and grades and printout of the student record certifying the weighted average on the date of application), dated and signed, in pdf format;
2. a scanned copy of the ID card or the passport, in pdf format.