

# **Welcome Day Lauree Magistrali**

## **6 maggio 2025**

Università degli Studi di Palermo



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di Palermo**



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# ***Management Engineering***

***Università degli Studi di Palermo***

*Coordinatore del Corso di Studio*  
*Prof. Manfredi Bruccoleri*



Ingegneria  
Palermo Gestionale

# MASTER OF SCIENCE IN MANAGEMENT ENGINEERING

Department of Engineering



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di Palermo**

## KEY FACTS

**186 students**  
**(20 international)**

A.A. 2023-2024

**english**  
language

**30%**

foreign experience

**95,0 %**

placement rate



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MSc in Management Engineering

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**THE MANAGEMENT ENGINEER**

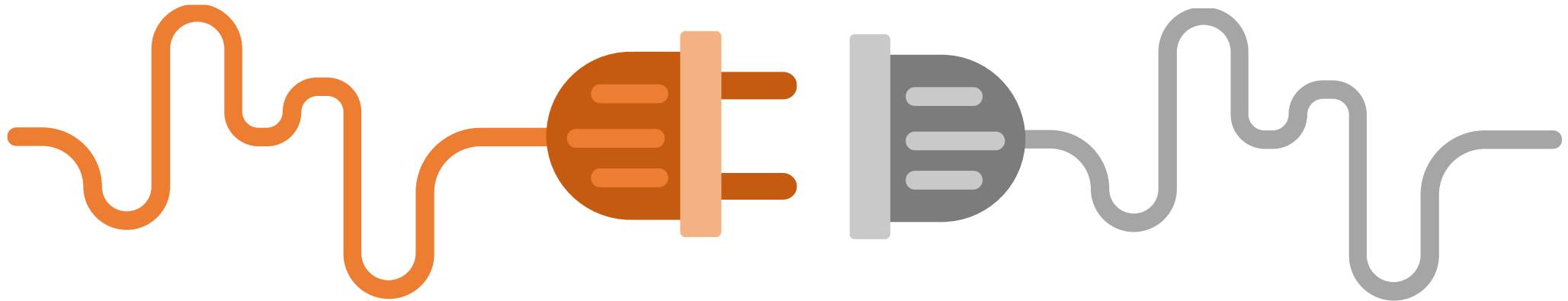
# THE PERFECT MATCH

## ENGINEER

Scientific Knowledge  
Problem Solving Skills  
Design-Science Orientation

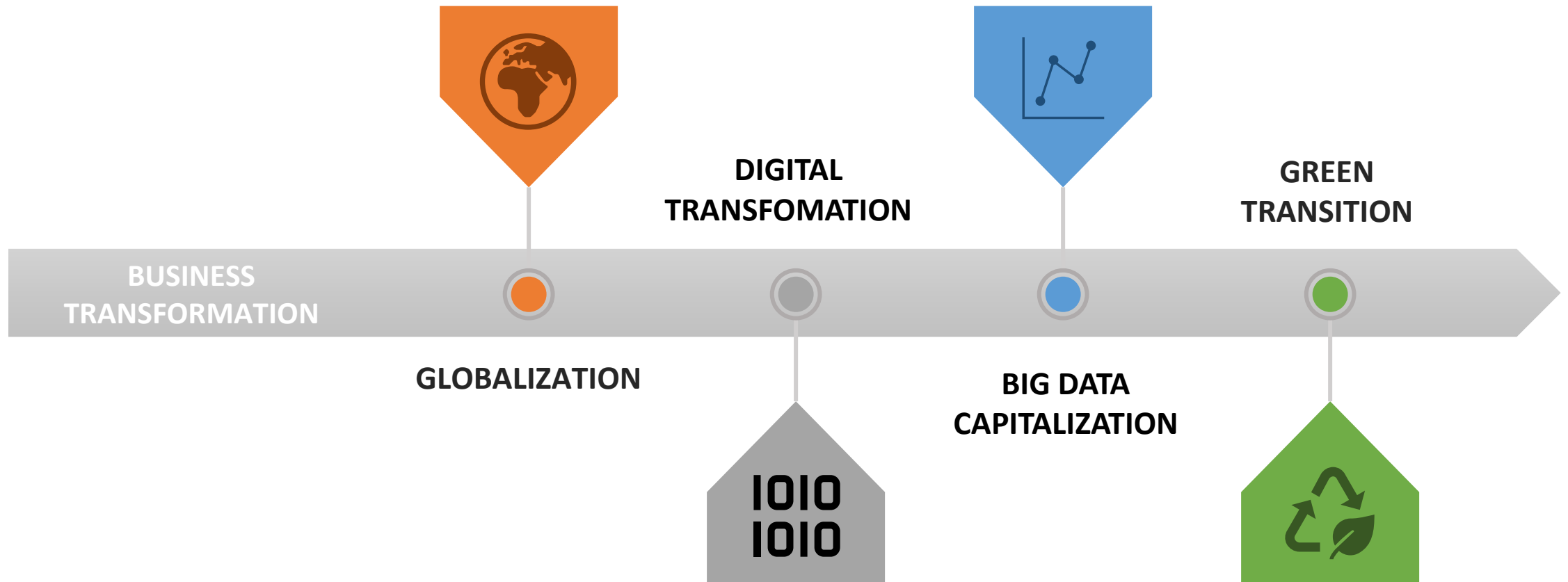
## BUSINESS

Core business areas  
Advanced business areas



## MANAGEMENT ENGINEER

# THE NAVIGATOR



# LEARNING OUTCOMES

## SOFT SKILLS

Team working, leadership, flexibility, problem-solving orientation, digital orientation, international orientation

## HARD SKILLS

Detailed and scientific knowledge and skills related to business and management





# ADMISSION REQUIREMENTS



Basics of **Mft Technology/Operations**



Basics of **Business/Economics**



Basics of **Statistics**



Bachelor Degree in **Engineering**



# ADMISSION REQUIREMENTS

Requirements will be assessed through an

**Admission Interview**



\* Except for UNIPA graduates in “Ingegneria Gestionale” and “Ingegneria dell’Innovazione per le Imprese Digitali”



Basics of Mft Technology/Operations



Basics of Business/Economics



Basics of Statistics



Bachelor Degree in Engineering



MSc in Management Engineering

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**STUDY PROGRAM**

# STUDY PROGRAM STRUCTURE

120 CFU - 2 years

60  
ECTS

FOUNDATION  
SUBJECTS

33  
ECTS

SPECIALIZATION  
TRACKS

12  
ECTS

FREE LABS AND  
SUBJECTS

15  
ECTS

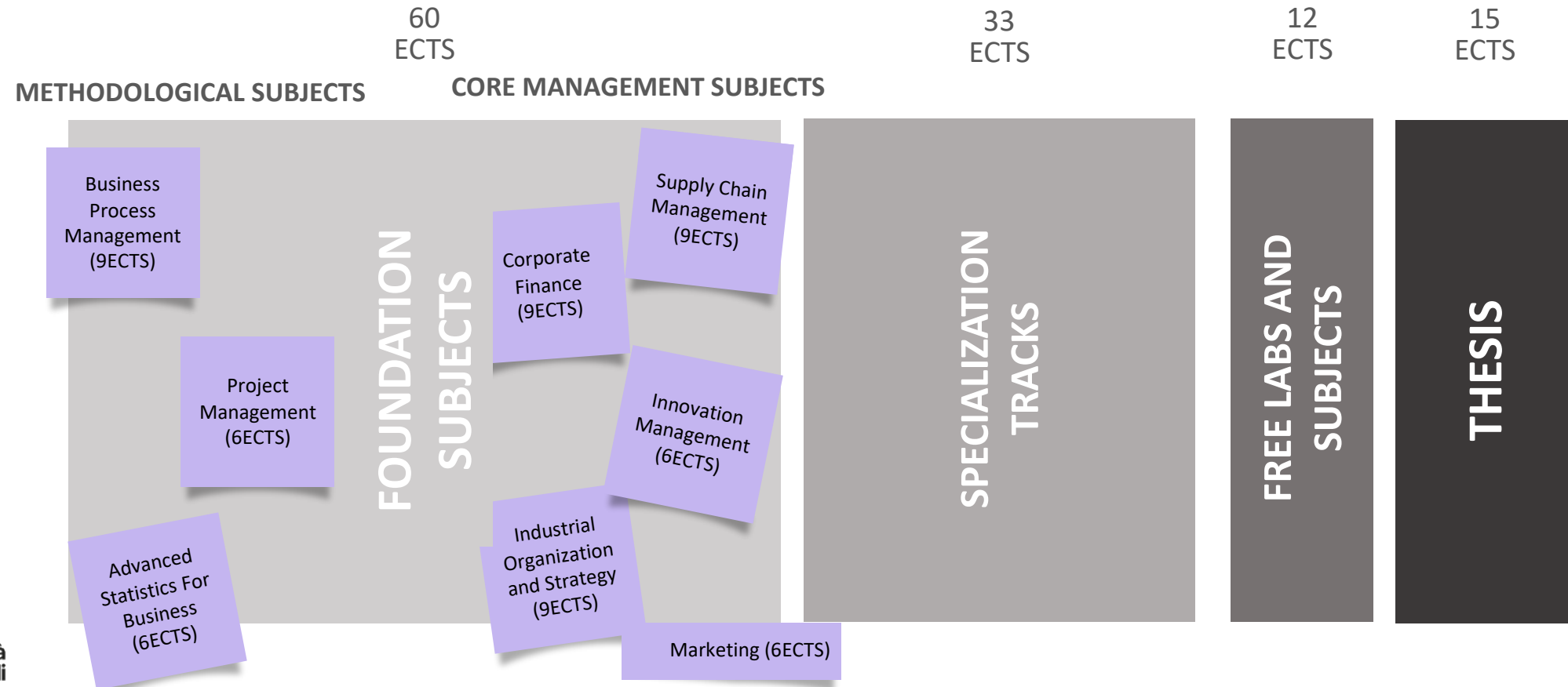
THESIS



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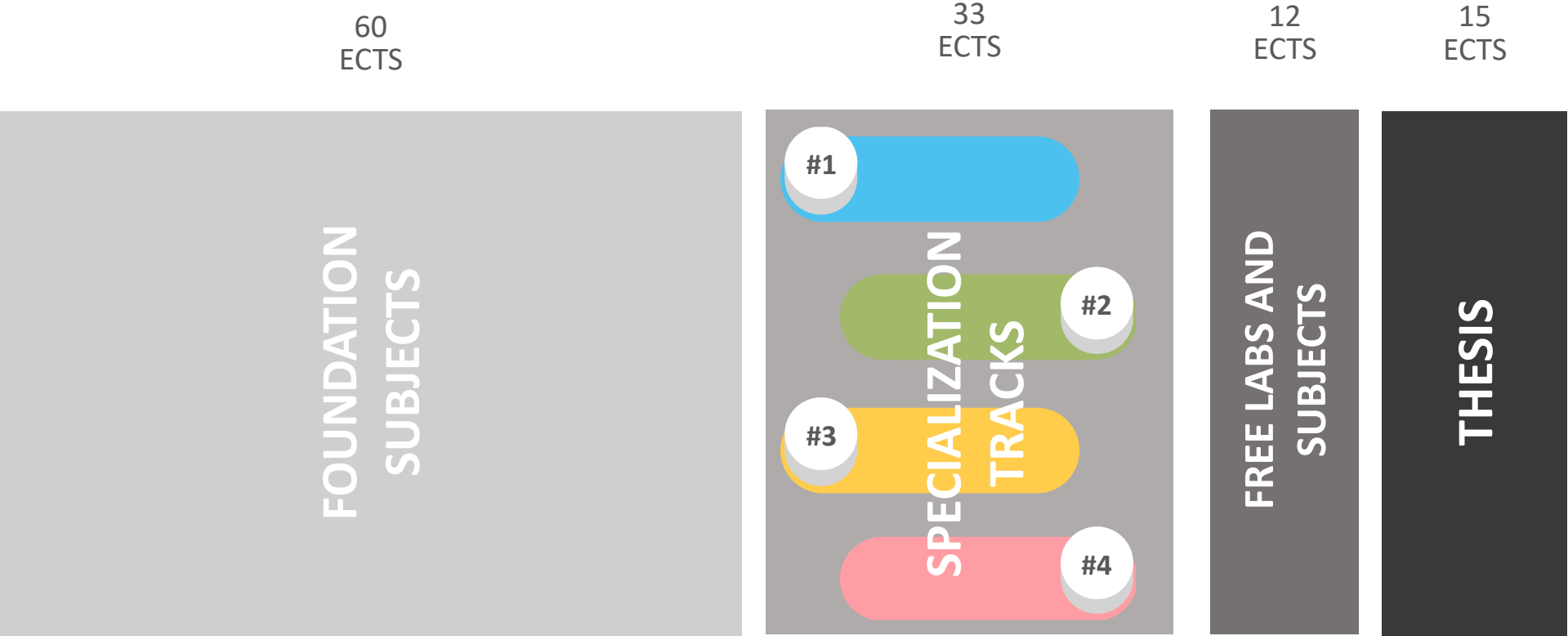
# FOUNDATION SUBJECTS

120 CFU - 2 years



# STUDY PROGRAM STRUCTURE

120 CFU - 2 years



# SPECIALIZATION TRACKS

## DIGITAL TRANSFORMATION

track aims to provide students with competences to understand the connections between manufacturing, management and digital technologies and leverage on their related business opportunities

## INNOVATION AND ENTREPRENEURSHIP

track allows students to develop competences required to manage innovation projects and understand the major challenges and success factors in launching a new business

#1

#2

#3

#4

## SUSTAINABILITY AND SOCIAL IMPACT

track aims to get students acquainted with the societal challenges, the new economic paradigms and the technological breakthroughs that push transitions towards sustainable production and consumption

## DATA ANALYTICS FOR BUSINESS

track allows students to learn how to organize, manage and analyze data to turn the information into data-powered business strategies

FOUNDATION  
SUBJECTS

#1

#2

#3

#4

FREE LABS AND  
SUBJECTS

THESIS



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# SPECIALIZATION TRACKS

## #1 DIGITAL TRANSFORMATION

### CORE TRACK SUBJECTS



### ELECTIVE CHARACTERIZING (1 OUT OF 7 - 6 ECTS)



### ELECTIVE ADDITIONAL (1 OUT OF 5 - 6 ECTS)



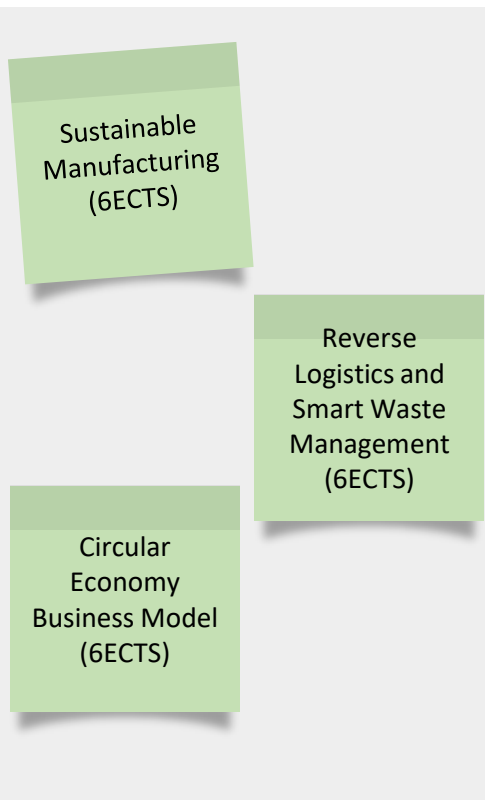
Lab of Business Process Digitalization (3ECTS)



# SPECIALIZATION TRACKS

## #2 SUSTAINABILITY AND SOCIAL IMPACT

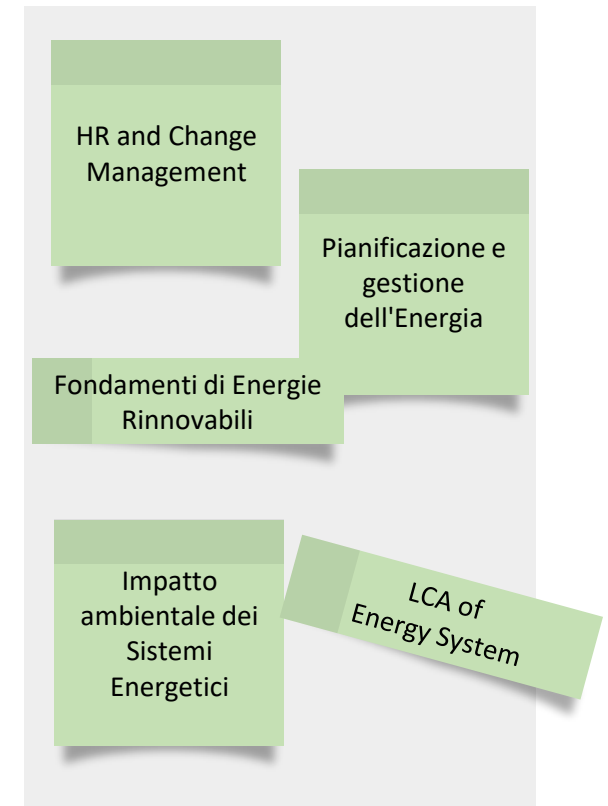
### CORE TRACK SUBJECTS



### ELECTIVE CHARACTERIZING (1 OUT OF 8 - 6 ECTS)



### ELECTIVE ADDITIONAL (1 OUT OF 5 - 6 ECTS)



Lab of LCA (3 ECTS)

# SPECIALIZATION TRACKS

## #3\_ INNOVATION AND ENTREPRENEURSHIP

### CORE TRACK SUBJECTS



### ELECTIVE CHARACTERIZING (1 OUT OF 8 - 6 ECTS)



### ELECTIVE ADDITIONAL (1 OUT OF 5 - 6 ECTS)

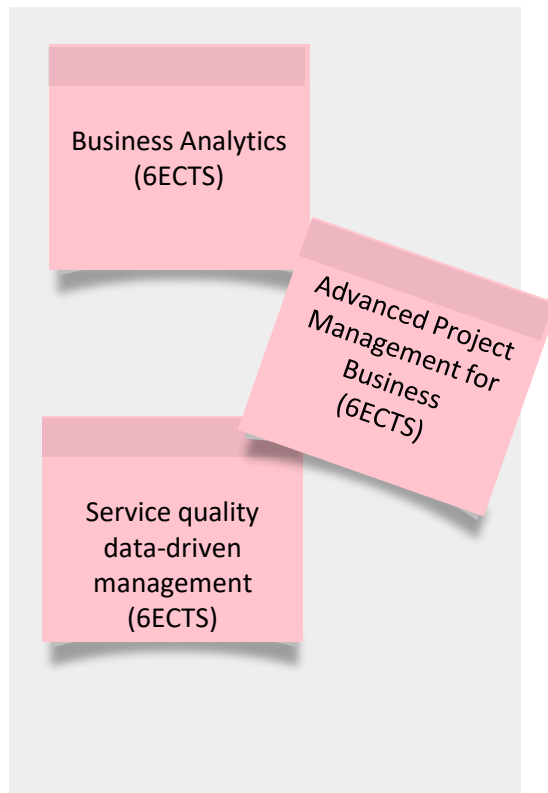


Lab of Crowdsourcing (3ECTS)

# SPECIALIZATION TRACKS

## #4\_ DATA ANALYTICS FOR BUSINESS

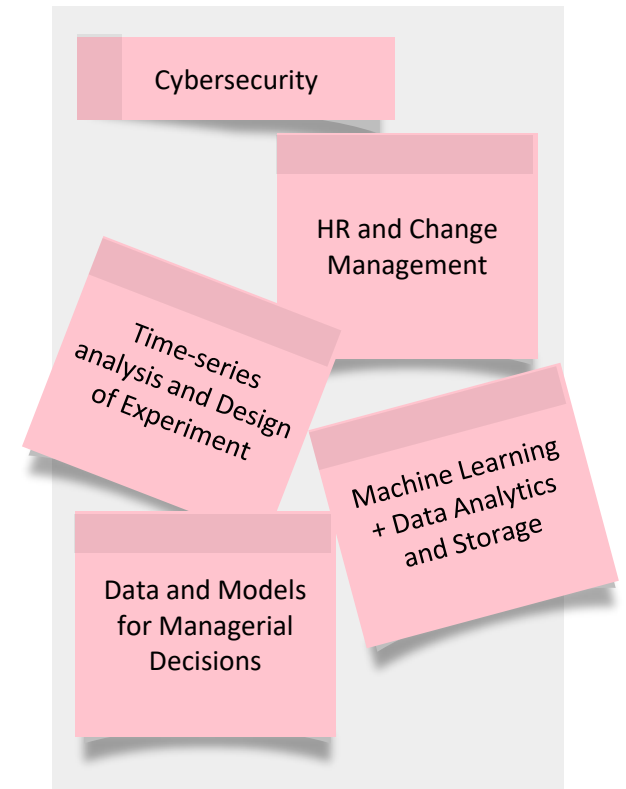
### CORE TRACK SUBJECTS



### ELECTIVE CHARACTERIZING (1 OUT OF 6 - 6 ECTS)



### ELECTIVE ADDITIONAL (1 OUT OF 5 - 6 ECTS)



Lab of Statistics (3ECTS)

# SPECIALIZATION TRACKS

## #1\_ DIGITAL TRANSFORMATION

Smart Factory (6ECTS)  
Digital Marketing (6ECTS)  
Supply Chain Management 4.0 (6ECTS)  
Lab of Business Process Digitalization (3ECTS)

1 OUT OF 7 (6ECTS)

Tech Entrepreneurship  
Sicurezza Industriale  
Additive Manufacturing  
Advanced Project Management for Business  
Strategic Management and Open Innovation  
Digital Manufacturing  
Process and System Simulation

1 OUT OF 5 (6 ECTS) \*\*

HR and Change Management  
Programmazione  
Machine Learning + Data Analytics and Storage  
Cybersecurity  
Fondamenti di Smart Grid

## #2\_ SUSTAINABILITY AND SOCIAL IMPACT

Sustainable Manufacturing (6ECTS)  
Circular Economy Business Models (6ECTS)  
Reverse Logistics and Smart Waste Management (6ECTS)  
Lab of Life Cycle Assessment (3 ECTS)

1 OUT OF 8 (6ECTS)

Advanced Project Management for Business  
Service quality data-driven management  
Manufacturing Processes for the Circular Economy  
Digital Manufacturing  
Additive Manufacturing  
Economia del settore pubblico e del welfare  
Sicurezza Industriale  
Healthcare Operations Management

1 OUT OF 5 (6ECTS)\*

HR and Change Management  
LCA of Energy System  
Pianificazione e gestione dell'Energia  
Fondamenti di Energie Rinnovabili  
Impatto ambientale dei Sistemi Energetici

## #3\_ INNOVATION AND ENTREPRENEURSHIP

Tech Entrepreneurship (6ECTS)  
Product/process innovation (6ECTS)  
Strategic Management and Open Innovation (6ECTS)  
Lab of Crowdsourcing (3ECTS)

1 OUT OF 8 (6ECTS)

Smart Factory  
Digital Marketing  
Digital Manufacturing  
Manufacturing Processes for the Circular Economy  
Economia del settore pubblico e del welfare  
Advanced Project Management for Business  
Supply Chain Management 4.0  
Sicurezza Industriale

1 OUT OF 5 (6 ECTS)

HR and Change Management  
Competition Law  
Intellectual Property Rights  
Family Business  
Risk Management

## #4\_ DATA ANALYTICS FOR BUSINESS

Advanced Project Management for Business (6ECTS)  
Business Analytics (6ECTS)  
Service quality data-driven management (6ECTS)  
Lab of Statistics (3ECTS)

1 OUT OF 6 (6 ECTS)

Digital Marketing  
Sicurezza Industriale  
Digital Manufacturing  
Economia del Settore Pubblico e del Welfare  
Supply Chain Management 4.0  
Tech Entrepreneurship

1 OUT OF 5 (6 ECTS)

HR and Change Management  
Time-series analysis and Design of Experiment  
Data and Models for Managerial Decisions  
Machine Learning + Data Analytics and Storage  
Cybersecurity



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# STUDY PROGRAM

## First year

Corporate Finance (9 ECTS)
Business process management (9 ECTS)
Innovation management (6 ECTS)
Advanced Statistics for Business (6 ECTS)
Marketing (6 ECTS)
Project management (6 ECTS)
Supply chain management (9 ECTS)
Free selection of Lab (3 ECTS)

## Second year

Industrial Organization and Strategy (9 ECTS)	CURRICULUM 1: DIGITAL TRANSFORMATION (33ECTS)	Free selection of courses (9 ECTS)	THESIS (15 ECTS)
	CURRICULUM 2: SUSTAINABILITY AND SOCIAL IMPACT (33ECTS)		
	CURRICULUM 3: INNOVATION AND ENTREPRENEURSHIP (33ECTS)		
	CURRICULUM 4: DATA ANALYTICS FOR BUSINESS (33ECTS)		



# LEARNING METHODS

## Thesis and intership in companies

Field research and project thesis

## Practitioner orientation

Seminars from practitioners

## Active Learning Approach

Case studies, flipped classroom,  
team project works

## International Breath

Out-going and in-coming mobility



ACTIVE LEARNING AND DESIGN THINKING



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# SEMINARS



**David Scurria**

Director of Account Management at **Mastercard**

**Michela Guarneri**

Strategy Consultant at **Roland Berger**

**Giorgia D'Andrea**

Demand & Delivery Manager at **Edison**

**Maura Lo Giudice**

Head of Customer Value Management at **Cerved**

**Calogero Bruno**

Senior Manager at **Amazon**

**Ciro Antonio Enea**

Partesa Transformation Office Manager at **Heineken**

**Salvatore Cucinella**

Key Clients Corporate Relationship Manager at **Unicredit**

**Fabio Caccia**

Associate Partner at **McKinsey**

**Carla Alestra**

Procurement Manager at **RFI**

**Fabio Zambuto**

Manager at **Banca d'Italia**

**Chiara Scicolone**

Supply Chain Customer Engagement Lead at **Reckitt**



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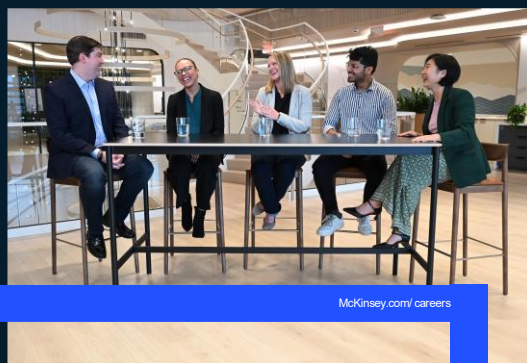
# SEMINARS

McKinsey  
& Company

“Closer to Industry”

## Management Engineering, UNIPA

Join our online presentation with the University of Palermo on Friday, April 4, 2025, 3 p.m. CET and discover McKinsey Italy.



[McKinsey.com/careers](https://www.mckinsey.com/careers)





MSc in Management Engineering

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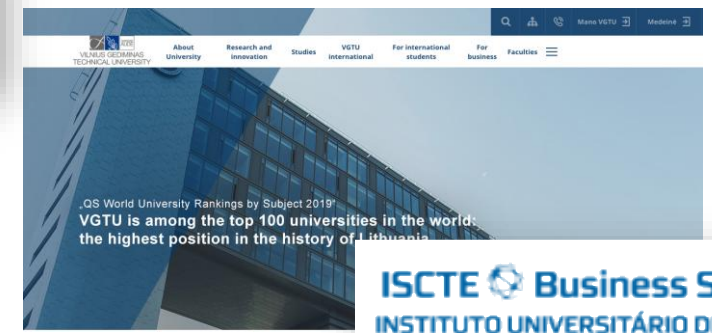
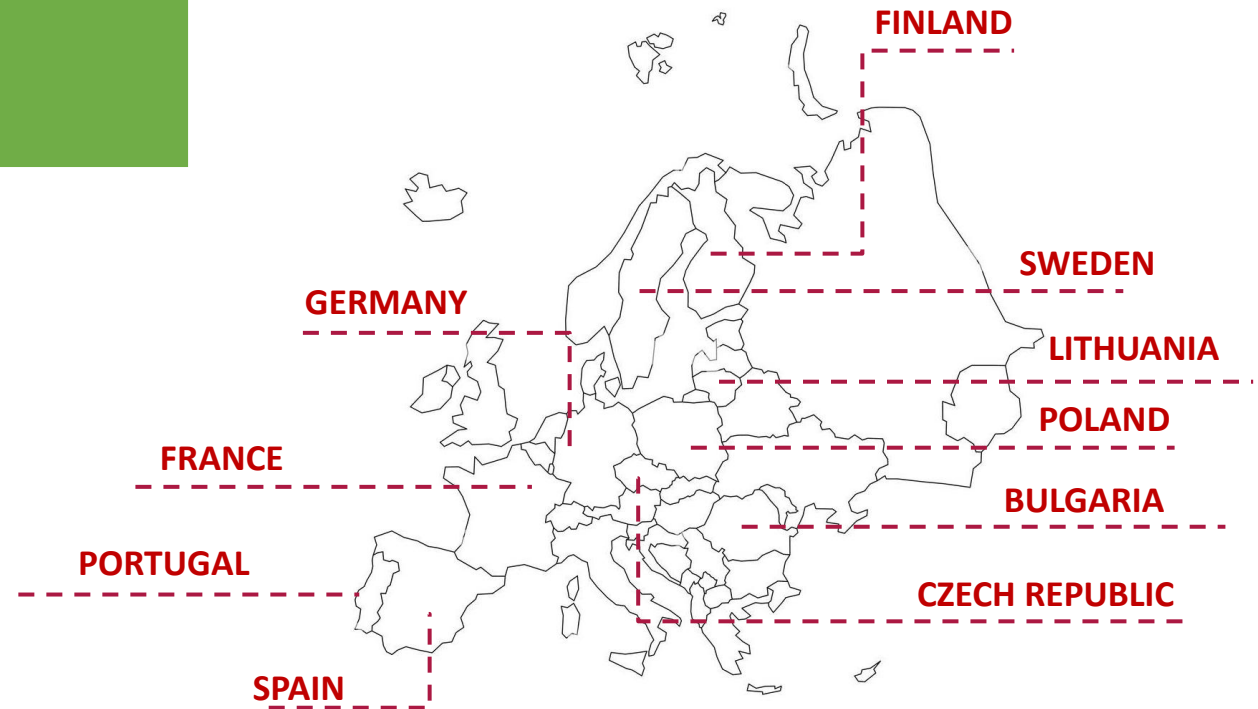
**AN INTERNATIONAL PROGRAMME**

# INTERNATIONAL MSc

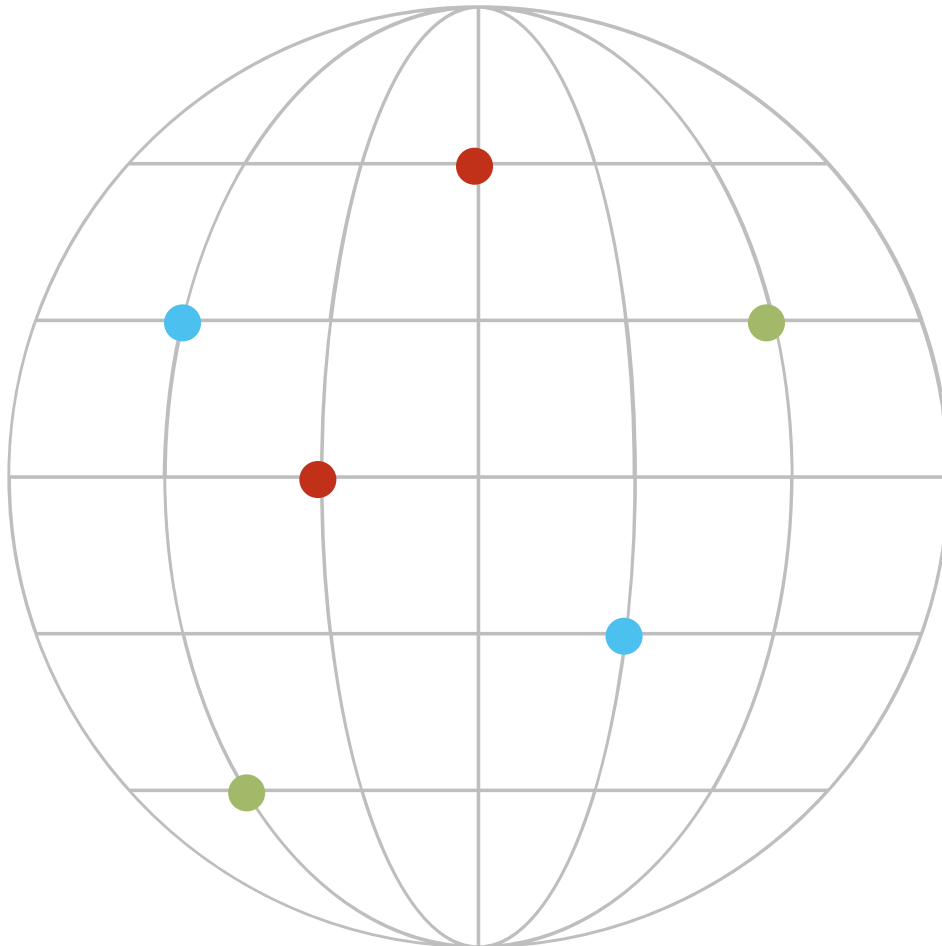
**14** institutions  
in **10** different Countries

over **30%** of our students  
go abroad

**2** double degree  
programs



# INTERNATIONAL MSc



## Language

The programme is entirely taught in **english**

## Foreign Students

Foreign students from India, Spain, Portugal, Poland and Pakistan

## International Speakers

Seminars and workshops held by international invited practitioners

# MSc in Management Engineering

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## **PLACEMENT & CAREERS**

## PLACEMENT

employment rate

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95,0 %

time to employment

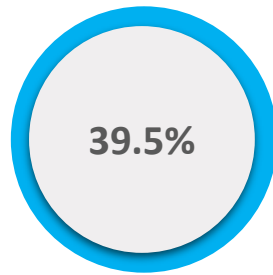
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1,7

average months

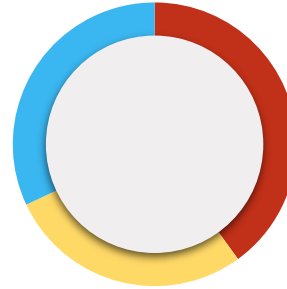


# PLACEMENT



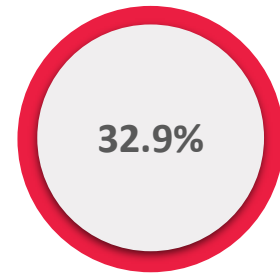
## Service Companies

Google, Amazon, Unicredit, Vodafone, Banca d'Italia, Poste Italiane, Enel, ISMETT, etc.



## Manufacturing Companies

FCA, Nestlè, Bulgari, ENI, OMER, Irritec, Fincantieri, etc.



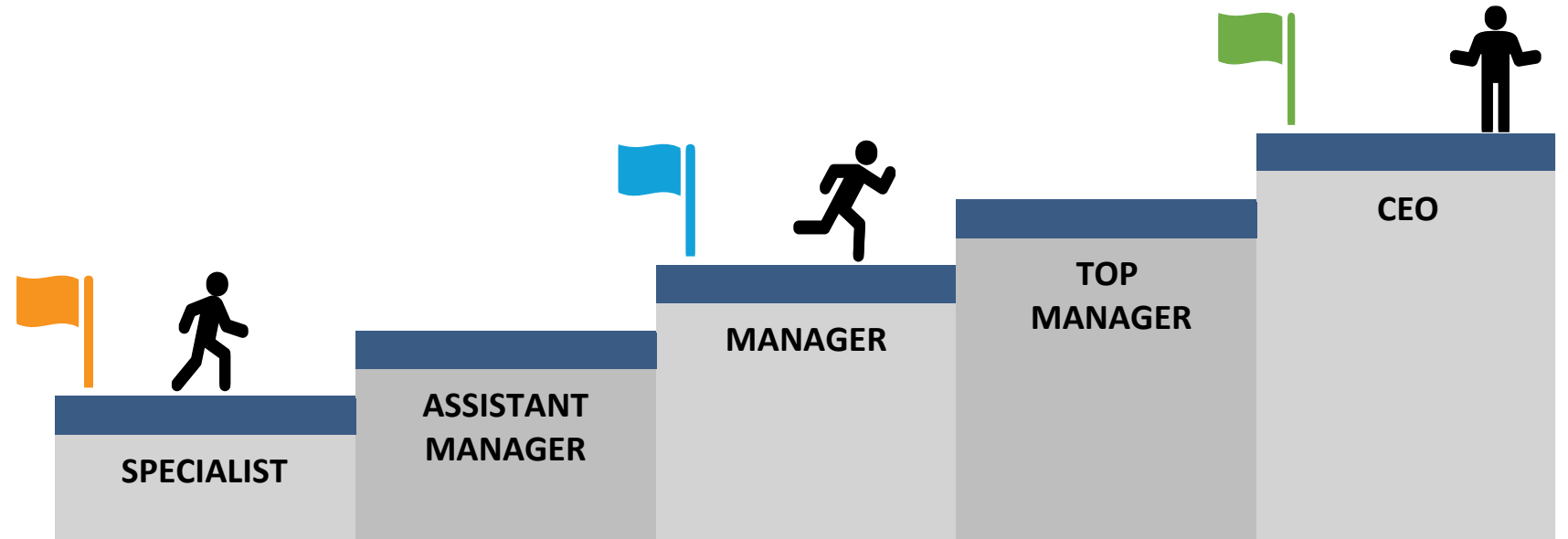
## Business and IT Consulting Companies

PwC, Deloitte, Ernst & Young, KPMG, Lipari Consulting, Reply, Accenture, etc.

# PLACEMENT

## WHICH ROLE?

It depends on **time**!



Career Timeline in **Service/Manufacturing** Companies



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## KEY FACTS

Ingegneria  
Palermo Gestionale



PERFORMANCE - CONFRONTO	MSc Management Engineering <b>UNIPA</b>	MSc Management Engineering <b>ITALY (Avg)</b>
Tasso di occupazione (a 1 anno dalla laurea)	95,0%	91,6%
Laureandi complessivamente soddisfatti del CdS	94,0%	93,2%
Laureati che si iscriverebbero di nuovo allo stesso corso di studio	86,5%	79,9%



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## CONTACTS



### email

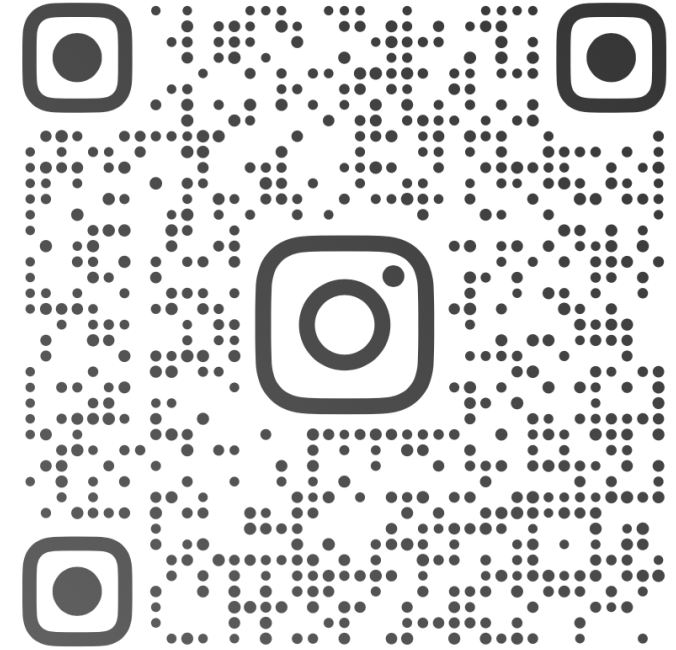
Manfredi Bruccoleri – Coordinatore  
[manfredi.bruccoleri@unipa.it](mailto:manfredi.bruccoleri@unipa.it)

Mariangela Piazza – Delegato all'orientamento  
[mariangela.piazza@unipa.it](mailto:mariangela.piazza@unipa.it)



### website

[www.unipa.it/dipartimenti/ingegneria/cds/managementengineering2255](http://www.unipa.it/dipartimenti/ingegneria/cds/managementengineering2255)



# INGEGNERIAGESTIONALE\_UNIPA



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Ingegneria  
Palermo Gestionale

MASTER OF SCIENCE IN MANAGEMENT  
ENGINEERING  
ONLINE

Department of Engineering



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di Palermo**

## KEY FACTS

**MSc**

type of course

**english**

language

**100%**

online classes

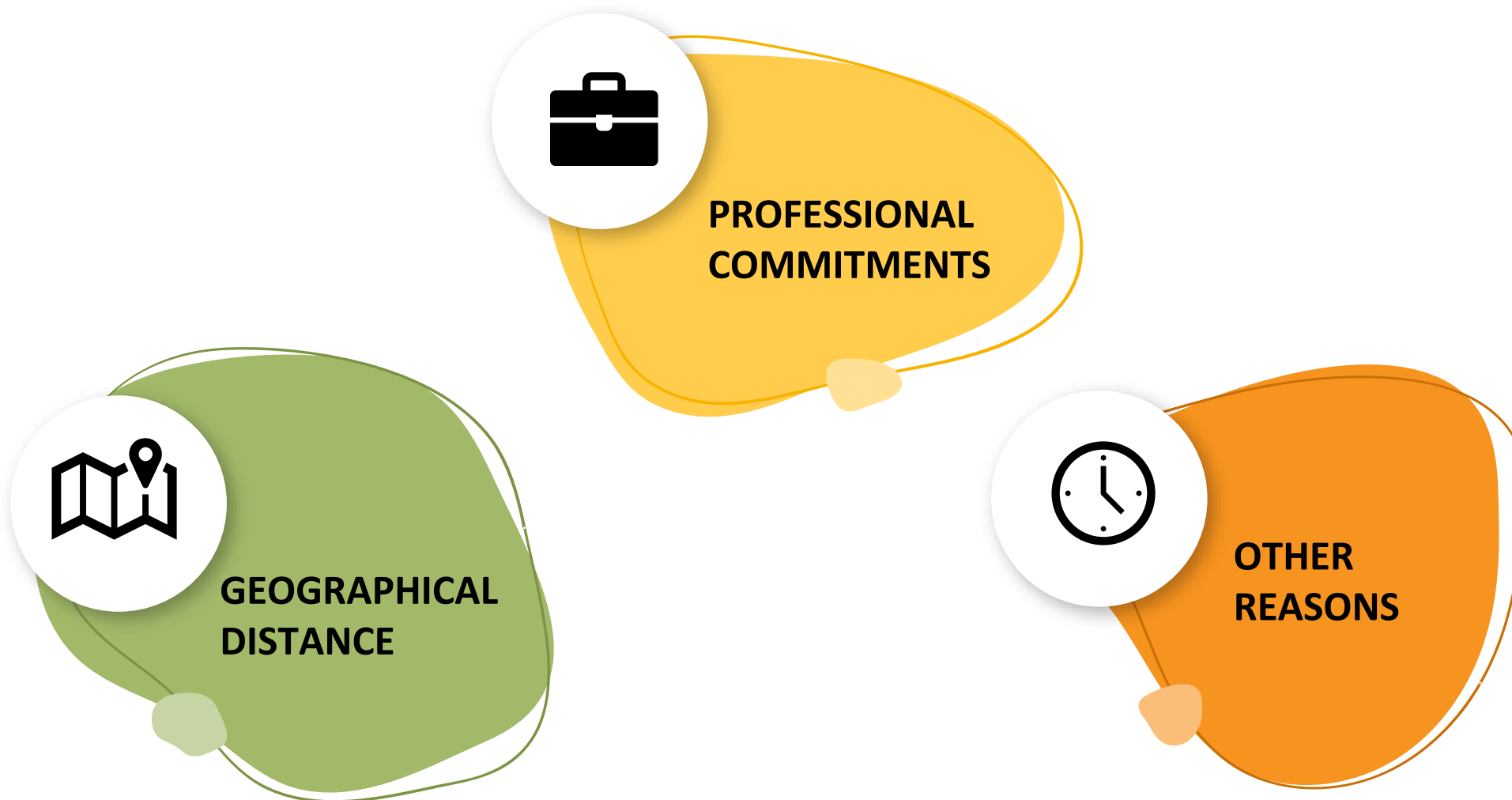
**unique**

in Italy



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# WHY AN ONLINE PROGRAM?



# ADMISSION REQUIREMENTS



Basics of **Mft Technology/Operations**



Basics of **Business/Economics**



Basics of **Statistics**



Bachelor Degree in **Engineering**



# ADMISSION REQUIREMENTS

Requirements will be assessed through an

**Admission Interview**



\* Except for UNIPA graduates in “Ingegneria Gestionale” and “Ingegneria dell’Innovazione per le Imprese Digitali”



Basics of Mft Technology/Operations



Basics of Business/Economics



Basics of Statistics



Bachelor Degree in Engineering



# MSc in Management Engineering **ONLINE**

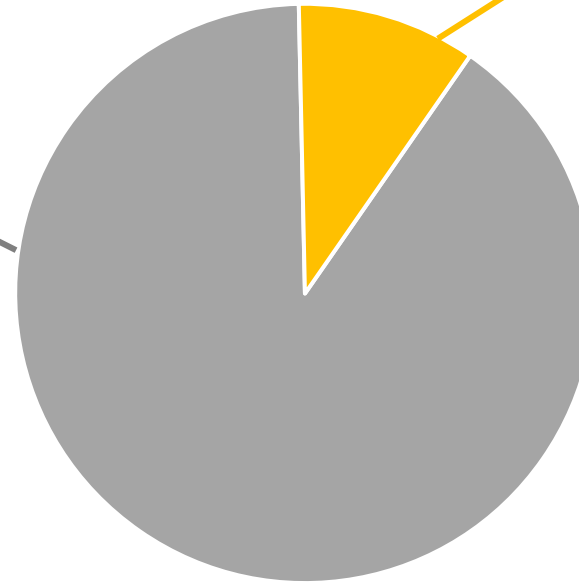
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**HOW IT WORKS**

# LEARNING APPROACH

**ONLINE**

**Lessons**, meeting with teachers and tutors and ongoing tests **take place entirely online**



**ON CAMPUS**

To guarantee the value of the entire degree program, **exams** will be held in presence





## LEARNING APPROACH

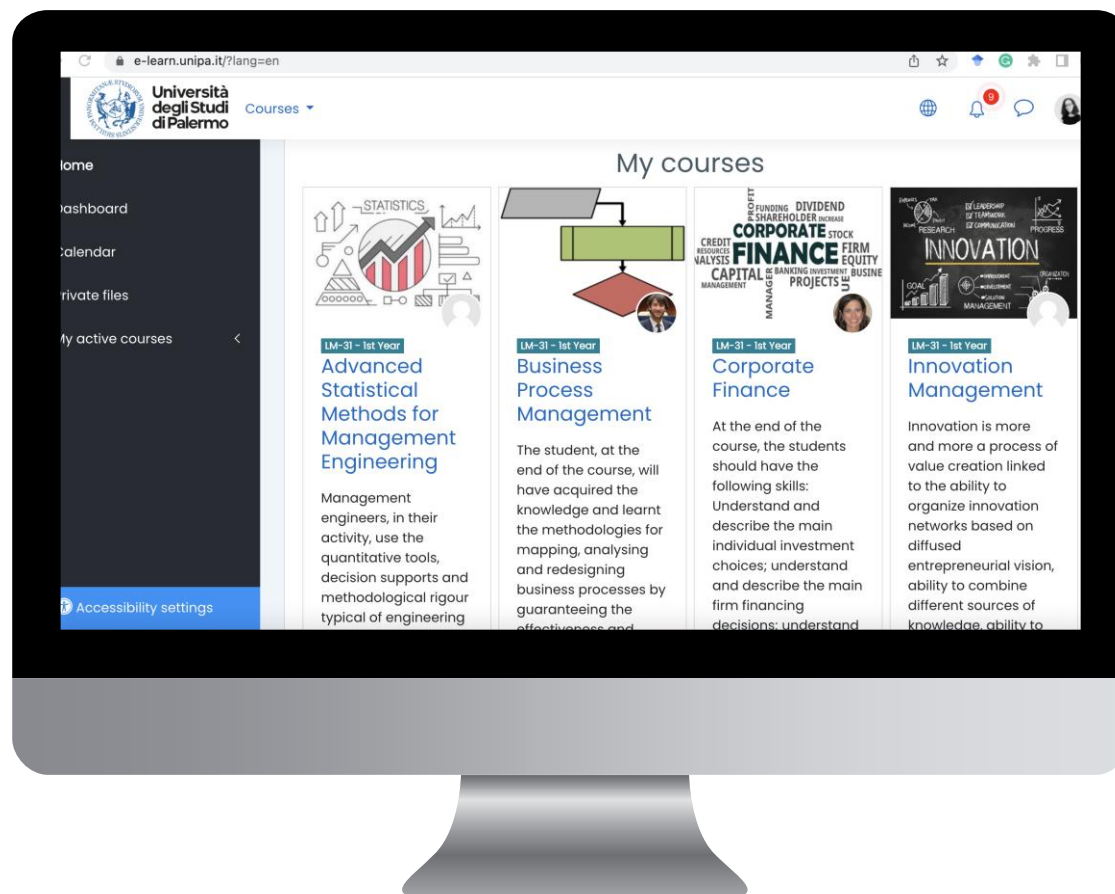


A real degree with the **same teachers**, the **same subjects** and the **same ECTS** as the degree program held on campus

# LEARNING APPROACH



# e-LEARNING PLATFORM



File



Survey



Lesson



Forum



Quiz



Chat



Assignment



Feedback



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MSc in Management Engineering **ONLINE**

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**STUDY PROGRAM**

# PROGRAM OVERVIEW

## First year

Corporate Finance (9 ECTS)
Business process management (9 ECTS)
Innovation management (6 ECTS)
Advanced Statistics for Business (6 ECTS)
Marketing (6 ECTS)
Project management (6 ECTS)
Supply chain management (9 ECTS)
Free selection of Lab (6 ECTS)

## Second year

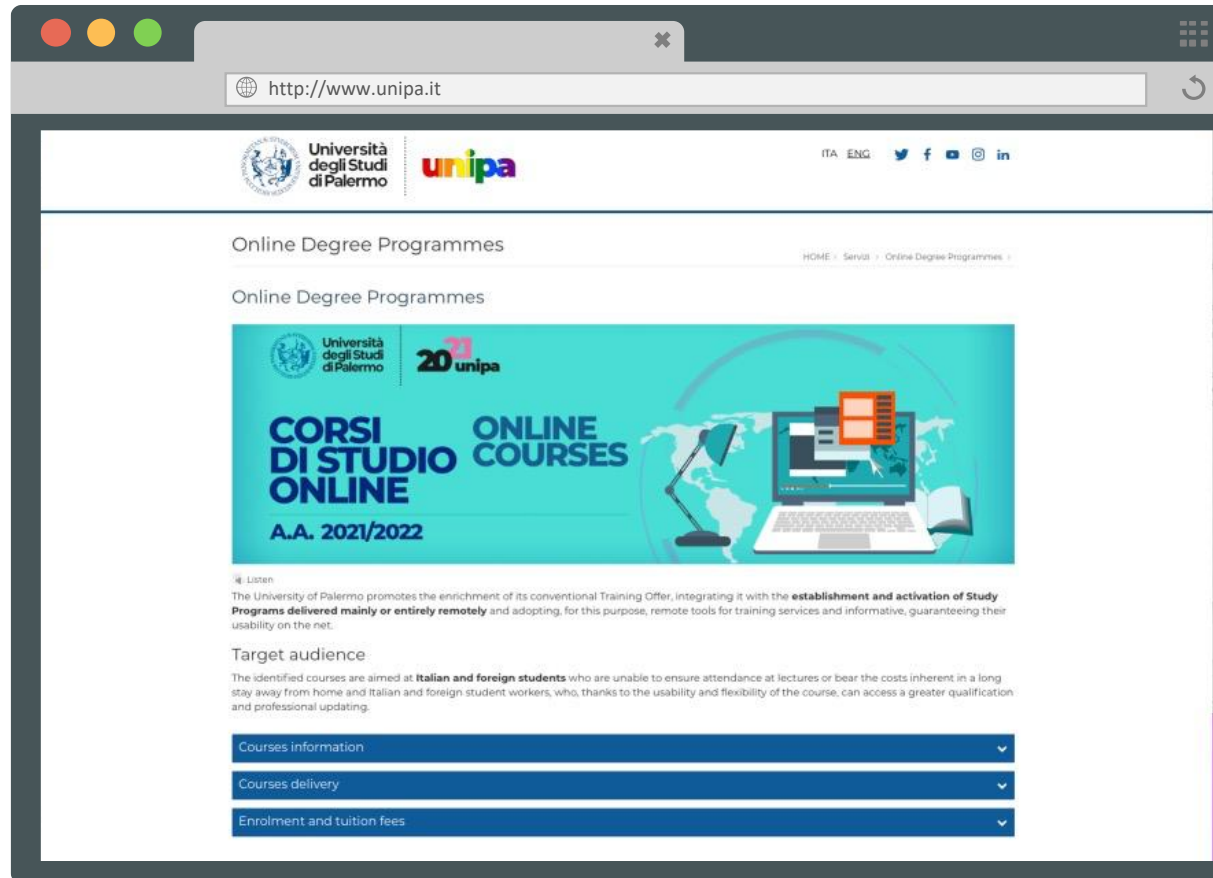
Industrial Organization and Strategy (9 ECTS)
HR and Change Management (6 ECTS)
<div>2 OUT OF 3</div> <div> <b>Integrated subject: Innovation (12 ECTS)</b> <ul style="list-style-type: none"> <li>- Product/Process Innovation (6 ECTS)</li> <li>- Strategic management and Open Innovation (6 ECTS)</li> </ul> </div> <div> <b>Integrated subject: Sustainability (12 ECTS)</b> <ul style="list-style-type: none"> <li>- Sustainable Manufacturing (6 ECTS)</li> <li>- Sustainability Management (6 ECTS)</li> </ul> </div> <div> <b>Integrated subject: Smart Factory and Quality (12 ECTS)</b> <ul style="list-style-type: none"> <li>- Smart Factory (6 ECTS)</li> <li>- Service quality data-driven management (6 ECTS)</li> </ul> </div>
Free selection of subjects (9 ECTS)
THESIS (15 ECTS)

MSc in Management Engineering **ONLINE**

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**ENROLLMENT AND FEES**

# ENROLLMENT AND FEES

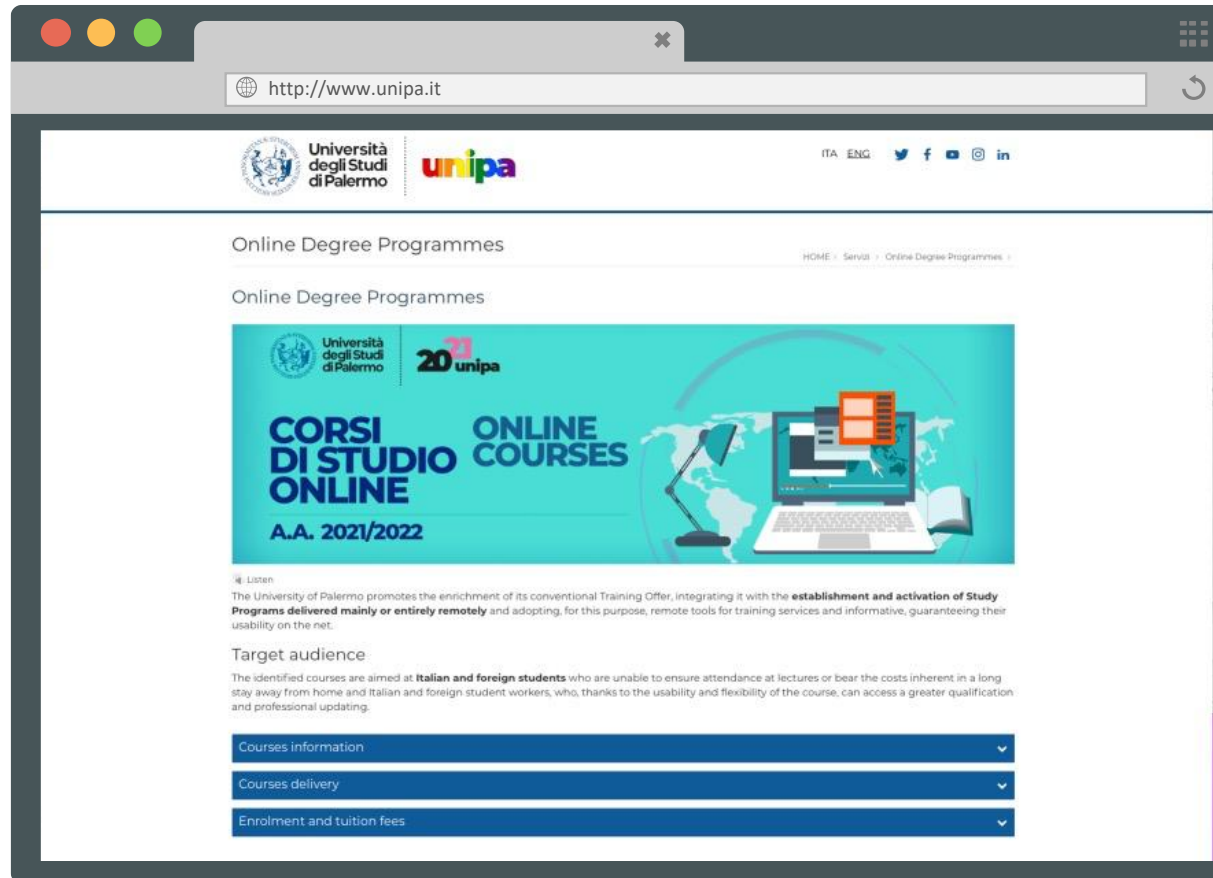


SCAN ME FOR  
ENROLLMENT  
INFORMATION



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# ENROLLMENT AND FEES



The tuition fee is made up of

- **Annual contribution** determined according to the value of the ISEE
- **Additional annual contribution for online degree courses** ranging from 600 to 1200 euros per year for access to online services





## CONTACTS



### email

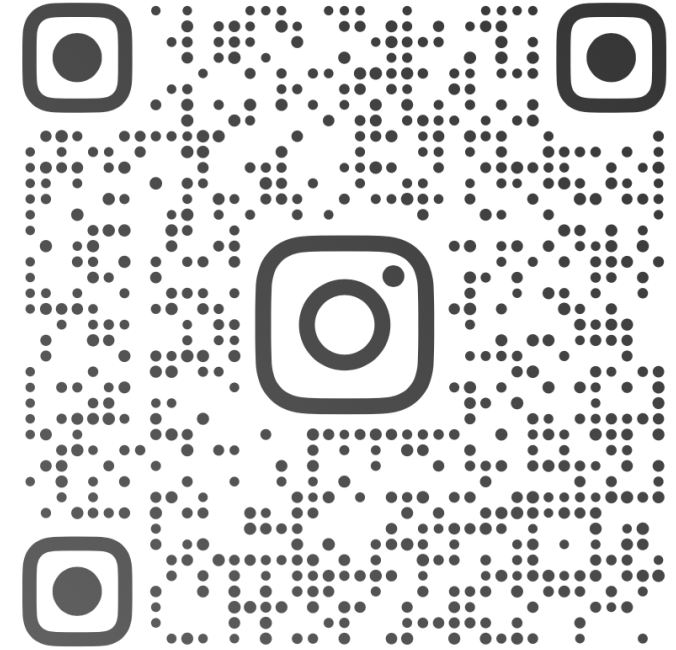
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[manfredi.bruccoleri@unipa.it](mailto:manfredi.bruccoleri@unipa.it)

Mariangela Piazza – Delegato all'orientamento  
[mariangela.piazza@unipa.it](mailto:mariangela.piazza@unipa.it)



### website

<https://www.unipa.it/dipartimenti/ingegneria/cds/managementengineeringcorsoonline2256>



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