



IEP Italy

Programme

Master's in Public &
Business Administration
for Sustainable
Development

Academic
Year
2024/25

An institution
of higher education

In partnership with



Programme

Master's in Public & Business Administration for Sustainable Development

Overview

Duration: 12 Months
Credits: 60 ECTS
Language: English
Course Co-ordinator: Prof. Marco Zupi

Concept/Mission:

The Master's Degree in Public & Business Administration for Sustainable Development is a cutting-edge programme designed to address the growing need for professionals capable of leading sustainable development initiatives at both local and global levels. This programme offers a deep dive into the challenges and opportunities of sustainable development, with a particular focus on the Mediterranean region.

Students will explore the complex interplay between globalisation and local development, learning how to design and implement policies that promote sustainable economic growth. The programme provides a comprehensive understanding of the principles and practices of sustainable development, equipping students with the skills needed to navigate the complexities of global markets and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs).

In partnership with esteemed organisations such as Boston Global Forum, CIRPS (Inter-University Research Centre for Sustainable Development), and other leading universities, this programme provides students with access to cutting-edge research, expert faculty, and global best practices.

Course Modules:

- Methodological Course: Qualitative & Quantitative Methods**
 This foundational module equips students with the research skills needed to analyse and interpret data related to sustainable development. Through a combination of qualitative and quantitative approaches, students will learn how to conduct robust research that informs policy-making and strategic decision-making.
- European, Mediterranean, and Global Studies**
 This module provides an in-depth exploration of the geopolitical and economic dynamics of Europe and the Mediterranean region, with a focus on their roles in global governance and development. Students will analyse the impact of regional policies on global development and explore the challenges of regional integration.

Policies for Sustainable Development

In this module, students will study the design and implementation of policies aimed at promoting sustainable development. Topics include environmental policy, social equity, economic sustainability, and the role of international organisations in shaping development outcomes.

- Monitoring and Evaluation of Policies**
 This module focuses on the tools and techniques used to monitor and evaluate the effectiveness of development policies. Students will learn how to assess the impact of policies on sustainable development goals and make recommendations for improvement.
- Sustainable Technological Innovation**
 Students will explore the role of technological innovation in driving sustainable development, with a focus on green and blue economies. Case studies will highlight successful technological interventions in energy, water, and resource management.
- Business and International Marketing**
 This module examines the principles of international marketing, with an emphasis on promoting sustainable products and services. Students will learn how to develop marketing strategies that align with sustainability goals and enhance brand value in global markets.

Stage & Didactic Programme

The programme includes a robust practical component, allowing students to apply their learning through internships, field research, and project-based work. Students will have the opportunity to engage with public institutions, international organisations, and private sector companies involved in sustainable development. The didactic programme also includes collaborative group projects and individual research assignments, culminating in a final dissertation that demonstrates the student's ability to address complex development challenges.

Career Progression

This Master's programme prepares students for leadership roles in public administration, international development, and the private sector, with a focus on sustainable development. Graduates will be equipped to design and implement policies that promote sustainability, manage international partnerships, and drive economic growth within the framework of globalisation. The skills gained through this programme will open doors to careers in government agencies, international organisations, non-profits, and global businesses.

Course Co-ordinator



Prof. Marco Zupi

Prof. Marco Zupi is an internationally recognised expert in international political economy and sustainable development. As the Scientific Director of the Centre for Studies in International Politics (CeSPI), Prof. Zupi has extensive experience in advising governments, international organisations, and private sector entities on sustainable development policies and practices. His leadership in the field ensures that this Master's programme is grounded in real-world challenges and opportunities.

Partners

This programme is developed in collaboration with Boston Global Forum and CIRPS, with prominent institutions such as La Sapienza Università di Roma, Università di Pisa, Università di Siena, Università degli Studi di Perugia, Università degli Studi di Sassari, IULM (Libera Università di Lingue e Comunicazione), Università degli Studi del Molise, Università del Salento, and Università eCampus.

These partnerships provide students with unparalleled access to a network of global experts and opportunities for international collaboration.



International Education Partners

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ADVISORY BOARD International experts involved

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The National Coordinator of the National Initiative for Smart Green Projects - Egypt Government Excellence Award- Knowledge Sharing programme between Egypt/UAE

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Devendra Pathak

Prof. Emeritus MA, MBA, AMT, PGDSE, CAIIB, PhD (USA) – Fure, Foundation for research and education – Academy of Management Education

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Secretary General of the Italian Network for the Euro-Mediterranean Dialogue (RIDE), Head of the Anna Lindh Foundation (ALF) in Italy

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Luca Di Biase

PhD in Urban and Regional Planning - São Paulo University and World Bank Expert, São Paulo, Brazil

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Expert of cross-border projects in the EuroMed area and in the Adriatic & Ionian Macroregion – Mostar, Bosnia-Herzegovina

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