



**POLITECNICO  
DI TORINO**

Scuola di Master  
e Formazione Permanente

Call for applications

for the 1<sup>st</sup> level Specializing Master's Programme in

“Industrial Marketing Management”  
(1<sup>st</sup> edition)

Academic Year 2017/2018

(Annex “A”- Executive Decision of the Head of the Division of Student Affairs no.1035/2017)



## ART. 1

### Programme overview

The 1<sup>st</sup> edition of the 1<sup>st</sup> level Specializing Master's Programme in "Industrial Marketing Management" is offered for the academic year 2017/2018 in collaboration with Turin Polytechnic University in Tashkent (TTPU).

The administrative seat of this Specializing Master's Programme is located at Politecnico di Torino – Office of Specializing Master's Programmes and Lifelong Learning ("Ufficio Master e Formazione Permanente").

The programme is managed by the "Specializing Master's Programmes and Lifelong Learning School" ("Scuola di Master e Formazione Permanente").

The Programme Director is Paolo Chiabert, professor at the Department of Management and Production Engineering of Politecnico di Torino.

## ART. 2

### Training objectives, learning contents and organization of the activities

The purpose of the programme is to train young graduates in order to create a new generation of highly skilled specialists with a solid technical base, specific knowledge of international marketing and sales issues and a proactive managerial approach.

The professional roles to be trained are, among others: Industrial Sales Managers, Technical Leaders, Project Managers, Industrial Operational Leaders. The programme is primarily addressed to Engineering graduates, but it is also open to graduates in Finance or Marketing.

The 1<sup>st</sup> level Specializing Master is a full time programme of one academic year duration for a total of 60 ECTS; it will start in December 2017 and end in October 2018.

Lectures will be held in English at Turin Polytechnic University in Tashkent (TTPU) and at Politecnico di Torino premises – starting in December 2017 and ending in June 2018 (see table 1). An internship period in an Uzbek industrial company will follow.

The teaching programme includes 7 months of classroom activities with academic teaching staff and it is organized as follows (see table 2):

- 11 courses
- Project work
- Internship

**Table n.1 – Time schedule**

Period	Activity	Location	Credits
1 <sup>st</sup> December	Inauguration	Tashkent	–
1 <sup>st</sup> December 2017 – 15 <sup>th</sup> January 2018	Coursework	Tashkent	4
15 <sup>th</sup> January -1 <sup>st</sup> April 2018	Coursework	Turin	20
1 <sup>st</sup> April – 15 <sup>th</sup> June 2018	Coursework	Tashkent	20
15 <sup>th</sup> June – 15 <sup>th</sup> August 2018	Internship	Tashkent	10
1 <sup>st</sup> August – 30 <sup>th</sup> September 2018	Final thesis	Tashkent	6
22 <sup>nd</sup> – 31 <sup>st</sup> October 2018	Thesis dissertation and final ceremony	Tashkent	–

**Table n.2 – Organization of the courses**

Course's name	ECTS	Hours	Campus
Product and Process Development	4	40	Tashkent
Supply Chain Management / Procurement Mgt	4	40	Turin
Strategy and Organization	4	40	Turin
Marketing Mgt	4	40	Turin
Project Management and Risk assessment	4	40	Tashkent



Innovation management / Business Development	4	40	Turin
Managerial accounting	4	40	Tashkent
Quantitative Methods for Quality Mgt	4	40	Tashkent
International Marketing and Customer Relationship Mgt	4	40	Turin
Digital & Social Media Marketing	4	40	Tashkent
International Trade Law	4	40	Tashkent
Project work	6	150	–
Internship	10	250	–
	<b>60</b>	<b>840</b>	

### ART. 3

#### Admissions requirements

The 1<sup>st</sup> level Specializing Master's Programme is intended for Italian and foreign citizens having completed a Bachelor of Science Degree (or equivalent title) in the following areas or related subjects:

- L 7 – Civil and environmental engineering (Civil Engineering; Environmental and Land Engineering)
- L 8 – Information technology engineering (Electronic Engineering; Engineering and Management; Computer Engineering)
- L 9 – Industrial engineering (Aerospace Engineering; Material Engineering; Automotive Engineering; Industrial Production Engineering; Electrical Engineering; Energy Engineering; Mechanical Engineering)
- L 18 – Business and Management
- L 33 – Economic Science

Candidates who have not yet obtained the Bachelor of Science's degree will be provisionally accepted. In case they will not obtain the degree within the enrollment deadline (1<sup>st</sup> December 2017) they will not be admitted to the programme.

All candidates must prove to have a good knowledge of the English language, which must be certified by a language certificate included in the list of accepted certificates (see **Table n.2 - English language certificates** at the end of this article in order to know the required level and accepted certificates).

Candidates who have a Bachelor's degree from a University where English is the medium of instruction do not need to submit these certificates. In this case the University must issue a transcript of records which also states that "The medium of instruction is English".

**Table n.2 – English language certificates**

Examination Board	Certificate	Minimum score accepted
ETS <a href="http://www.ets.org/toefl">http://www.ets.org/toefl</a>	TOEFL (Test Of English ad a Foreign language) - ibt	62
	TOEFL (Test Of English ad a Foreign language) - cbt	210
	TOEFL (Test Of English ad a Foreign language) - pbt	547
	TOEIC (Test of English for International Communication)	Listening: 360 Reading: 350 Speaking: 150 Writing: 140
Cambridge English Language Assessment <a href="http://www.cambridgeenglish.org/exams/">http://www.cambridgeenglish.org/exams/</a>	Cambridge Preliminary English Test (PET)	Pass with Merit
	Cambridge English First (FCE)*	160 (for FIRST taken from Jan 2015) 60 (for FCE taken before Jan 2015)
	*All higher Cambridge English certificates (ADVANCED/CAE and PROFICIENCY/CPE) are automatically accepted with any pass mark.	NB: see Statement of Results for scores
	Cambridge English Council of Europe Level B1	154 (for FIRST taken from Jan 2015)



		55 (for FCE taken before Jan 2015) NB: see Statement of Results for scores
	BULATS	Reading & Listening: overall score 54 Writing e Speaking: overall score B2 NB: Certificate should state the name of authorized BULATS center where the exam was taken.
IELTS ( <a href="https://www.ielts.org/">https://www.ielts.org/</a> )	IELTS (International English Language Testing System) – Academic or General training	5.0
Pearson <a href="http://pearsonpte.com/">http://pearsonpte.com/</a>	Pearson Test of English Academic	51
LCCI / Pearson <a href="http://qualifications.pearson.com/en/qualifications/lcci.html">http://qualifications.pearson.com/en/qualifications/lcci.html</a>	ELSA (English Language Skills Assessment)	At least THREE B2 between the Reading, Writing, Listening and Speaking tests
	JETSET	At least THREE “JETSET Level 5” between the Reading, Writing, Listening and Speaking tests.

#### ART. 4

##### Admissions and Selection Procedures

The Specializing Master’s Programme is open to a maximum of **30** participants.

Applications for the Specializing Master’s Programme must be completed on-line by filling out the application form available on Politecnico di Torino website at: <https://didattica.polito.it/master/imm/2018/introduction>  
Application forms must be submitted within **5<sup>th</sup> September 2017 (11:59 a.m., Italian time)**.

**ALL** the following supporting documents must be attached to the application form on Politecnico di Torino website (in English or Italian only):

1. valid identification document (passport for extra-EU applicants)
2. curriculum vitae (cv must include the authorization to the processing of personal data – in compliance with Legislative Decree no. 196/2003);
3. English certificate (see table n. 3 “English language certificates”, art. 3);
4. list of exams of Bachelor’s degree programme:

- for applicants with degree obtained from a non-Italian University: official transcript, issued by the University of origin, produced on headed paper, containing the full list of all the exams passed and the grades obtained. The transcript must also include the date of the degree conferral.  
Upon enrolment, the admitted candidates must submit the original copy of the “Dichiarazione di Valore”/“Statement of validity” (related to the Bachelor’s degree) issued by the Italian Diplomatic Mission in the country where the qualification was awarded. If the Bachelor’s degree was awarded by a European University, admitted candidates can turn in the “Diploma Supplement” instead of the “Dichiarazione di Valore”.

or

- for applicants with degree obtained from an Italian University: self-certification (“dichiarazione sostitutiva di certificazione” - Art. 46 DPR 28 December 2000, n. 445) in which applicants declare to have obtained a Bachelor’s degree.  
The self-certification must include: the name of degree, the name of the University, the date of degree conferral and the graduation final grade, the full list of all the exams passed and the grades obtained.  
*In compliance with art. 75 of D.P.R. 445/2000, should the self-certification be found to be false or incorrect, the applicant loses any benefit which he/she might have acquired on the basis of the untruthful declaration.*

5. Admission Request Form (available at [https://didattica.polito.it/master/imm/2018/documentation\\_required](https://didattica.polito.it/master/imm/2018/documentation_required))



6. Motivation Letter (template available at [https://didattica.polito.it/master/imm/2018/documentation\\_required](https://didattica.polito.it/master/imm/2018/documentation_required))

Failure to attach even one of the above mandatory documents will result in the exclusion from the selection process.

After the application deadlines, the Selection's Commission will evaluate all the applications received. Selections will consist in the evaluation of:

- CV;
- education results;
- motivation letter;

The Selection's Commission will assign a maximum of 100 points on the basis of the following criteria:

- Max 20 points for academic background's coherence with Specializing Master's topic;
- Max 20 points for Bachelor's degree final grade;
- Max 20 points for the motivation: motivation letter analysis;
- Max 20 points for average grade obtained in the exams, number of years needed to get the final degree and CV evaluation;
- Max 20 points for work experiences related to IMM programme's topic (max 5 points per years);

Candidates who will not reach the minimum score of 60 points will be considered "not suitable" and they will not be admitted.

The person responsible for the admissions administrative procedure is Mrs. Antonella Mina (Head of the Specializing Master's Programmes and Lifelong Learning Office at Politecnico di Torino).

#### **ART. 5 Selection Outcomes**

At the end of the selection process, the following lists will be published on the "Selection outcomes" page of the Specializing Master Programme's website:

- the lists of applicants admitted to the Specializing Master's programme
- the reserve list

Candidates, who attached all the required documents, who fulfill all the requirements, and who will reach the minimum score of 60 points will see their position in the rankings and their final score on the "Selection outcomes" page, where the official lists are published.

Please note that:

- Candidates who will not reach the minimum score required, who will not satisfy all the requirements or who did not attach all the required documents, will be not admitted.
- Candidates who have not yet obtained the Bachelor of Science's degree will be provisionally accepted. In case they will not obtain the degree within the enrollment deadline (1<sup>st</sup> December 2017) they will not be admitted to the programme.

#### **ART. 6 Enrolment**

Admitted candidates who accept the offer to participate in the programme will have to enrol at Politecnico di Torino by December 1<sup>st</sup>, 2017 (starting date of the Specializing Master's Programme).

Upon enrolment, participants who hold a degree from a non-Italian University must submit the original copy of the "Dichiarazione di Valore"/"Statement of validity" issued by the Italian Diplomatic Mission in the country where the qualification was awarded.

If the Bachelor's degree was awarded by a European University, participants can turn in the "Diploma Supplement" instead of the "Dichiarazione di Valore".



Participants must verify which documents they need in order to enter Uzbekistan and Italy. Politecnico di Torino and TTPU will furnish them with an invitation letter in order to facilitate the VISA issuing.

## **ART. 7 Evaluation and qualification**

### **STUDENT OBLIGATIONS**

The Specializing Master's Programme requires the participants a full time commitment. Attendance to the activities is mandatory for at least 75% of the programme.

Absences will be allowed up to a maximum of 25% of total classroom hours. Absences for more than 25% of total classroom hours will lead to exclusion from the Specializing Master's Programme.

Withdrawal from the programme must be put in writing.

Detailed rules about the exams will be provided during the opening day.

It is not possible to be enrolled in a Specializing Master's Programme and in another University programme at the same time.

### **EVALUATION METHOD**

For each course participants will have to take an exam consisting in a written and/or oral evaluation test.

At the end of the programme the final presentation (dissertation of the thesis prepared during the internship) will allow to assess the student's skills.

### **QUALIFICATION**

After completing the programme, participants who have regularly attended the activities and reached the total amount of 60 ECTS required for graduation, will be awarded the "Industrial Marketing Management" 1<sup>st</sup> level Specializing Master's degree by Politecnico di Torino. The diploma will be issued in Italian.

## **ART. 8 Participation fee**

The participation fee is 5.600,00 USD (five thousand/00 and six hundred/00). The total amount shall be paid to TTPU according to the following installments:

- 2.800,00 USD at the time of enrolment
- 2.800,00 USD after six months

The participation fee can be paid by wire transfer. It must be paid directly to TTPU.

More details will be given to the participants directly by TTPU.

In case of withdrawal or exclusion from the programme the participation fee won't be refunded by Politecnico di Torino under any circumstances.

FOR ANY INQUIRY OR ADDITIONAL INFORMATION PLEASE CONTACT:

Office of Specializing Master's Programmes and Lifelong Learning

Corso Duca degli Abruzzi, 24 - 10129 Torino (ITALY)

e-mail: [master.universitari@polito.it](mailto:master.universitari@polito.it)

## **ART. 9 Privacy policy and access to documents**

The information provided for in Article 13 of the "Code regarding the protection of personal data" (Legislative Decree No. 196 of 30th June 2003) is available at: <https://didattica.polito.it/privacy/>.

The personal data included in the on-line application form are treated for the selection and enrolment process only; the data are used by Politecnico di Torino within the institution itself, and exclusively for the purposes of the institution: for this reason, personal data are shared with various offices within the University (to carry out the activities within their competence) without further notification to the applicants.

The personal data included in the on-line application form are also forwarded to TTPU by Politecnico di Torino for selection purposes.



Owner of the database is Politecnico di Torino, represented by the Rector, with legal seat in Corso Duca degli Abruzzi, 24-10129 Torino.

The person in charge of the student data is the Head of the Division of the Division of Student Affairs.

Access to all documents is allowed in the forms provided for by current Legislation.

#### **ART. 10**

##### **Final provisions**

1. Communication with candidates will take place primarily through the "Apply@Polito" platform. Specific communications might be sent via email or SMS using the contact details provided by candidates during registration on the platform.
2. Politecnico does not take any responsibility in case of unavailability of recipients and for loss of communications due to inexact indication of a candidate's email address or telephone number or due to delay or failure to notify changes to the contacts provided during registration.
3. This Call is published on the online University Bulletin available at [https://www.swas.polito.it/dotnet/albo\\_online/](https://www.swas.polito.it/dotnet/albo_online/). The same can be found on <https://didattica.polito.it/master/>