I Master dell’USI (Lauree Magistrali)
L’USI offre 19 Master in Architettura, Economia, Comunicazione e in Informatica. I Master sono programmi di studio a tempo pieno della durata di 3 o 4 semestri. I Master offrono un alto livello di specializzazione sia in termini di preparazione professionale che di ricerca accademica. Docenti di fama internazionale insegnano contenuti innovativi e di qualità, con un forte approccio interdisciplinare e in collaborazione con istituzioni prestigiose a livello locale e internazionale.

L’USI ha una spiccata dimensione internazionale e multilingua, con studenti e insegnanti provenienti da oltre 100 nazioni e corsi in italiano e in inglese. L’ambiente accogliente facilita i contatti tra studenti, ricercatori e docenti, personalizzando e migliorando ulteriormente la qualità dell’insegnamento.

USI’s Master Degree Courses
USI offers 19 Master programmes in Architecture, Economics, Communication and Informatics. Masters at USI are full time and usually take 3-4 semesters to complete. Masters provide high specialisation both in terms of professional training and in terms of academic research. Top-level international Faculty teach innovative courses, with a strong multi-disciplinary approach and in collaboration with prestigious institutions at local and international level.

The multilingual and international dimension of the University is prominent, with students and Faculty coming from over 100 different nations and courses taught in Italian and English. USI’s friendly and familiar environment encourages contacts among students, researchers and Faculty members, allowing for an enhanced, more personalised teaching.
Dear students,

With our Master study programmes we promise to deliver you high quality education that will open doors to international careers, in a dynamic environment with no barriers and with constant dialogue between students and Faculty.

The size and the “start-up” culture of our university will provide you with something that other European universities seldom can: at USI we listen to you, we acknowledge your talent, and we give you space to express and develop your ideas, your curiosity and your uniqueness.

In class you will not only acquire solid theoretic knowledge, but you will also be able to apply such theory thanks to our didactics that offer group projects at companies and institutions, individual research projects and internship opportunities.

We pay attention to you even after the lectures, as the exchange of ideas and opinions continues outside the classrooms and in the hallways. On our Lugano and Mendrisio campuses – where Swissness meets the Mediterranean spirit – every day 3000 students and 800 Faculty and researchers from over 100 different countries meet and create a cosmopolitan and friendly environment that will encourage you to leave your mark.

I hope that in this booklet you will find the Master degree programme that suits you best and that from September on you will experience first-hand the uniqueness of our university, with the same enthusiasm of the members of our academic community.

Piero Martinoli, President
**USI UNIVERSITÀ DELLA SVIZZERA ITALIANA**

L’USI fa parte del sistema universitario svizzero con altri nove atenei cantonali e le Scuole politecniche federali. Fondata nel 1996, cresce continuamente nelle dimensioni e nell’offerta formativa delle sue quattro Facoltà: Architettura, Scienze economiche, Scienze della comunicazione e Scienze informatiche. 2964 studenti provenienti da più di 100 paesi, 333 professori e docenti, 461 assistenti e ricercatori danno vita ad un ambiente ricco di scambi, saperi e rapporti interpersonali.

**INTERNAZIONALE**

L’USI si caratterizza come ateneo plurilingue con grande apertura internazionale. Le lezioni si svolgono in italiano e in inglese, ma l’incontro tra molte altre lingue fa parte della quotidianità. Con una percentuale di studenti stranieri di oltre 60%, l’internazionalità dell’USI prende vita ad ogni inizio di corso. L’orientamento internazionale si traduce anche in un’ampia offerta di programmi in inglese, che aprono nuovi orizzonti all’USI ben al di là dei confini nazionali: oltre al Bachelor in Scienze informatiche, l’insegnamento in 14 Master avviene in inglese.

**INNOVATIVA**

I percorsi formativi sono aderenti ai bisogni del mercato del lavoro e aprono la via a nuovi profili professionali. I Master preparano gli studenti in maniera efficace attraverso solidi insegnamenti teorici che si integrano a lezioni pratiche. Professori e docenti provenienti da diversi ambiti geografici e nuovi profili professionali arricchiscono l’insegnamento portando nelle aule dell’USI prospettive inedite e innovative.

**INTERDISCIPLINARE**

L’USI ha sviluppato una solida rete di relazioni accademiche con le altre università svizzere e con diverse università estere. L’approccio interdisciplinare permette agli studenti di aprire i propri orizzonti avvalendosi degli insegnamenti proposti anche dalle altre Facoltà dell’USI e dagli atenei partner, declinando la propria formazione in modo personalizzato.

Allo stesso tempo l’USI mantiene strette relazioni con il mondo del lavoro. Periodi di stage presso aziende ed istituzioni in Svizzera e all’estero sono parte integrante del programma degli studi di molti Master. Anche nelle lezioni la pratica assume un ruolo importante. Casi di studio, Field Projects e l’arricchente interazione tra studenti e professionisti permettono agli studenti di mettere presto in pratica i concetti teorici appresi.

Grazie alle sue dimensioni contenute, ai rapporti diretti fra studenti e docenti, a edifici moderni e spaziosi e strutture tecniche di alta qualità, l’USI offre condizioni ideali per lo studio e la ricerca. E occupare il tempo libero non è certo un problema: la ricca offerta sportiva e culturale, le numerose feste studentesche, i concerti estivi e il magnifico litorale costituiscono ottimi diversivi durante le pause dallo studio.

**USI UNIVERSITY OF LUGANO**

USI, which stands for - in Italian - Università della Svizzera italiana, is a member of the Swiss university system (swissuniversities) together with nine other Cantonal universities and two Federal Institutes of Technology. It was founded in 1996 and is constantly growing both in size and in the courses offered in its four faculties: Architecture, Economics, Communication Sciences and Informatics. 2’964 students from over 100 countries, 333 professors and lecturers and 461 assistants providing an environment rich in exchange, knowledge and personal relations.

**INTERNATIONAL ATMOSPHERE**

USI is a multilingual university with an international atmosphere. Lectures are given in Italian and English, but on the two USI campuses many other languages are spoken. With foreign students making up over 60% of the student body, USI’s international environment comes to life with the beginning of each class. USI also opens international opportunities beyond the national borders having its Bachelor in Informatics and 14 Masters taught in English.

**INNOVATION**

Courses are adapted to the needs of the job market and facilitate the creation of new professional profiles. A combination of solid theory with practice enables students attending a Master programme at USI to be well prepared for their future careers. The Master’s programmes prepare students effectively through solid instruction in theory combined with practical application. Professors and lecturers from various geographic and professional backgrounds enrich instruction, bringing original and innovative perspectives to USI.

**INTERDISCIPLINARY PROGRAMMES**

USI has developed a solid network of academic relationships with Swiss universities and institutions abroad. The interdisciplinary approach allows students to broaden their horizons by taking courses offered in other USI departments and at partner universities, thus customising their own education.

USI also keeps up with the job market. Practical experience in the field is an essential part of the study curricula, with internships in the industrial, institutional and non-governmental sectors. Case studies, field projects and interaction between students and professionals enable students to put theoretical knowledge into practice.

Its small size, close relationships between students and teachers, the integration of different disciplines, the modern buildings and top-quality technical infrastructure allow USI to offer ideal conditions for study and research. Also a rich programme of sport activities and cultural events is present at USI with numerous student parties, summer concerts and the magnificent lake side of Lugano which is a wonderful location for our students to go to when they need a break from studying.
INFORMAZIONI PRATICHE

I MASTER USI
I programmi di Master of Science o Master of Arts sono dei percorsi formativi di specializzazione a tempo pieno della durata di 3 o 4 semestri (corrispondenti a 90-120 crediti ECTS). I Master da 120 ECTS sono equivalenti a delle Lauree Magistrali.

CREDITI DI STUDIO
Tutti gli apprendimenti sono quantificati con crediti di studio. Lo European Credit Transfer System (ECTS) assicura il principio della compatibilità e trasferibilità dei crediti all'interno del sistema universitario europeo. In ECTS, un anno accademico di studi a tempo pieno corrisponde a 60 crediti, un semestre a 30.

REQUISITI DI AMMISSIONE
Bachelor (laurea triennale) o laurea quadri- o quinquennale di un’università riconosciuta.
L’ammissione di candidati con percorsi universitari diversi da quelli indicati nella descrizione del master di loro interesse è valutata individualmente. Le direzioni dei Master si riservano la possibilità di integrare il piano di studi con alcuni corsi considerati fondamentali che non sono presenti nel curriculum universitario del candidato. L’ammissione ai programmi Master impartiti in lingua inglese richiede una conoscenza avanzata della lingua. Per i candidati la cui lingua madre sia diversa dall’inglese o che siano in possesso di un titolo universitario non impartito in inglese, tale conoscenza deve essere attestata da un certificato ufficiale di lingua di livello C1 secondo il Quadro comune europeo di riferimento per le lingue.
Il livello C1 secondo il Common European Framework of Reference for Languages (CEFR) corrisponde a:

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<th>Cambridge English</th>
<th>TOEIC</th>
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</table>
| 7.0   | Internet based: 100 | • CAE (Advanced certificate), grade C or above  
• BEC (Business English), grade C or above | • Listening & Reading: 945  
• Speaking: 180  
• Writing: 180 |

Per ulteriori dettagli sulle condizioni generali di ammissione: www.master.usi.ch/admission


Il 2 dicembre 2016, è prevista presso il Centro d’Esami Cambridge Svizzera Italiana una sessione per ottenere il certificato Cambridge English CAE.

* Tabella di riferimento livello B2:

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</thead>
</table>
| 5.5   | • Computer based: 183  
• Internet Based: 65  
• Paper based: 513 | FCE (First Certificate English) | • Listening & Reading: 785  
• Speaking: 150  
• Writing: 160 |

TERMINE PER L’ISCRIZIONE
Architettura: 15 febbraio / 15 aprile / 1 giugno in base alla nazionalità dello studente.
Economia, Comunicazione e Informatica: 30 giugno.
Il termine d’iscrizione per gli studenti che necessitano di un visto è fissato al 30 aprile. Le domande presentate successivamente il termine d’iscrizione verranno prese in considerazione compatibilmente con la disponibilità di posti. Si raccomanda agli studenti che necessitano del visto d’entrata, di anticipare la richiesta quanto possibile.

TASSE
La tassa semestrale è di CHF 4’000. Per studenti con domicilio legale in Svizzera (compresi Liechtenstein e Campione d’Italia) al momento del conseguimento della maturità, la tassa è di CHF 2’000. Il pagamento della tassa va effettuato all’inizio di ogni semestre.

BORSE DI STUDIO
Masters in Economia, Comunicazione e Informatica
La Fondazione per le Facoltà di Lugano dell’USI e l’Università della Svizzera italiana mettono a concorso 60 borse di studio una tantum dell’importo di CHF 4’000. Le borse saranno assegnate a studenti ammessi al primo anno di un Master biennale (Laurea Magistrale) con inizio in settembre 2016, in base al merito: fanno stato i risultati conseguiti nel titolo di ammissione e saranno considerati i 20 migliori risultati secondo la seguente distribuzione: 20 borse saranno allocate a studenti che hanno conseguito il Bachelor in una Università Svizzera, 20 a studenti che hanno conseguito il Bachelor in una Università italiana, 20 a studenti che hanno conseguito il Bachelor in una Università di altri stati. Le domande sono da inoltrare entro il 31 luglio.

MAGGIORI INFORMAZIONI
Per i dettagli relativi ai requisiti di ammissione, alla procedura per l’inoltrò della propria candidatura e alle borse di studio, invitiamo gli interessati a consultare il portale Master. Da quest’ultimo, si possono pure scaricare i formulari d’iscrizione e la guida pratica ‘Studiare all’USI’.
PRACTICAL INFORMATION

USI MASTERS
The Masters presented in this booklet are full-time Master of Science or Master of Arts programs that comprise 90-120 credit points (ECTS), which means that they are 3-4 semesters long.

CREDITS
All taught courses are quantified in ECTS points worth. The European Credit Transfer System (ECTS) guarantees that credits are absolutely compatible and transferable within and all across the European university system. In ECTS, one academic year of full-time study corresponds to 60 credits, a semester to 30.

ADMISSION REQUIREMENTS
Bachelor’s degree, or four- or five-year degree, delivered by a recognised university. Admission for applicants with different university backgrounds from the ones indicated in each Master’s description is subject to individual evaluation. The admission committee of the different Master programmes have the right to integrate a set of key courses that may not be present in the curriculum of the candidate. Advanced language abilities are required for admittance to the Master’s programmes that are taught in English. Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR).

The C1 level on the CEFR corresponds to the following scores in internationally recognised exams:

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| 7.0   | Internet based: 100 | • CAE (Advanced certificate), grade C or above  
  • BEC (Business English), grade C or above | • Listening & Reading: 945  
  • Speaking: 180  
  • Writing: 180 |

More information on admission requirements are also available on www.master.usi.ch/admission

For the 2016/2017 academic year, students who are able to provide a B2* certificate with their application but, by 31st July, have not yet received a C1 certificate, may be admitted on condition that they reach the C1 level by the end of the calendar year.

It is recommended that such students visit an English speaking country to perfect their English. USI also offers a 3-week intensive English course for the purpose, from 29th August to 16th September, followed by a C1 preparation course during the semester.

Students should enrol for the Cambridge Advanced English exam at the session to be held at the Centro d’Esami Cambridge Svizzera Italiana on 2nd December 2016.

*B2 level:

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| 5.5   | Computer based: 183 | FCE (First Certificate English) | • Listening & Reading: 785  
  • Speaking: 150  
  • Writing: 160 |
|  • Internet Based: 65  
  • Paper based: 513 |

APPLICATIONS DEADLINE
Architecture: February 15th / April 15th / June 1st depending on the nationality of the applicant.
Economics, Communication and Informatics: June 30th.
Application deadline for candidates who need a visa is April 30th.
Late applications will be considered only in case of available places.
Candidates who need a visa are strongly advised to apply as early as possible in order to have enough time for the visa procedures.

TUITION FEES
The tuition fee is CHF 4,000 per semester. Applicants whose official residence was in Switzerland (including Liechtenstein and Campione d’Italia) when graduating from high school (Maturità) pay a reduced semester fee of CHF 2,000.

SCHOLARSHIPS
Masters in Economics, Communication and Informatics
The “Fondazione per le Facoltà di Lugano” at USI and the Università della Svizzera italiana award a total of 60 one-off study grants of the amount of 4’000 CHF each. The grants are merit-based and bestowed on students admitted as first-year students of a USI Master programme starting in the Fall 2016. Merit is determined based on the results of the academic degree that gives access to the Master (usually the undergraduate, or Bachelor, degree). 20 grants are awarded to students that pursued a Bachelor degree at a Swiss University, 20 to students that pursued a Bachelor degree at an Italian University and 20 to students that pursued a Bachelor degree in a University from other countries.
Candidates are kindly asked to send the complete application by July 31st.

FURTHER INFORMATION
For details concerning the admission requirements, the application procedure and study grants, please refer to the USI Masters online portal, where the relevant application forms and the practical guide “Studying at USI” are available for download.
Oltre a presentare nel dettaglio i contenuti dei singoli percorsi di studio e i loro aspetti organizzativi, il portale Master offre informazioni dettagliate riguardanti svariati aspetti pratici, come la disponibilità di borse di studio, il costo della vita, i servizi a disposizione degli studenti, una planimetria dei campus USI, ecc.

Navigating through the Master portal, you will find detailed content information for each Master's degree programme (course descriptions, organizational aspects, faculty) and practical information related to student life at USI (student services, housing, cost of life, study grants, and so on).

OPEN DAYS

MASTER INFO DAY: 4.3.2016
Architettura, Economia, Communicazione, Informatica / Architecture, Economics, Communication, Informatics

Il Master Info Day permette al visitatore di orientarsi nella scelta di un percorso di Master. Ogni Master viene presentato dal suo responsabile accademico e da studenti che stanno frequentando il Master. I direttori accademici si soffermeranno in particolare sui contenuti, la struttura e l’organizzazione degli studi, senza dimenticare le prospettive professionali del Master.

Participants obtain a general view on the offer of Master programmes at USI. The scientific directors will present the study track proposed by each Master illustrating in particular the teaching approach and the chosen didactic concept, the study objectives, an insight into contents, the organization of the Master, and career opportunities. Most presentations will be integrated by students’ testimonials.

MASTER MEETINGS: 18-29.4.2016

Durante i Master Meetings, gli interessati possono seguire alcune lezioni insieme agli studenti del Master. Accompagnato da uno studente USI, possono così valutare in prima persona se i contenuti proposti corrispondono alle loro aspettative.

The Master Meeting offer the opportunity to attend lectures together with current graduate-level students, providing you therefore with elements to evaluate the contents in relation to your study goals.

CONTATTI / CONTACTS

IL SERVIZIO ORIENTAMENTO
I collaboratori del Servizio orientamento sono a disposizione tutto l’anno per consulenze telefoniche, per rispondere a domande tramite email e, previo appuntamento, per colloqui personalizzati.

THE STUDY ADVISORY SERVICE
The Advisory Service is available all year round to answer any questions and give further information by phone, email or to set up an appointment for individual assistance.

USI Università della Svizzera italiana
Servizio orientamento / Study Advisory Service
Ufficio / Office: 303
Via G. Buffi 13
CH-6904 Lugano
Svizzera
Tel: +41 58 666 47 95/ 46 72
orientamento@usi.ch / studyadvisor@usi.ch
www.orientamento.usi.ch

Oltre a presentare nel dettaglio i contenuti dei singoli percorsi di studio e i loro aspetti organizzativi, il portale Master offre informazioni dettagliate riguardanti svariati aspetti pratici, come la disponibilità di borse di studio, il costo della vita, i servizi a disposizione degli studenti, una planimetria dei campus USI, ecc.

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www.porteaperte.usi.ch
www.opendays.usi.ch
www.master.usi.ch
UN AMBIENTE DI STUDIO INTERNAZIONALE E PERSONALIZZATO
AN INTERNATIONAL AND PERSONALISED LEARNING ENVIRONMENT

USI, Lugano:
Facoltà di scienze economiche, scienze della comunicazione e scienze informatiche
Economics, Communication, Informatics

USI, Mendrisio:
Accademia di architettura / Architecture
ARCHITECTURE

GOALS AND CONTENTS
The Master of Science in Architecture offers the opportunity to acquire the most advanced theoretical knowledge and operative skills for the practice of contemporary architectural design. Architectural design is taught through its disciplinary foundations and is closely related with technological innovation, environmental issues, models of territorial management and the themes of restoration and reestablishment of the historical, architectural and environmental heritage.

The objective the Master pursues is to train professionals who, on the basis of the acquired awareness and in-depth knowledge of the complexity of current architectural practice, are competent both to carry out the functions of direct architectural design and to coordinate the different specialists involved in professional projects.

The study programme consists of a series of theoretical lectures and design studios dedicated to arguments and methods of architectural design in its different forms (housing, services industry, culture, etc.) and scales (from interior design to the architectural structure all the way up to the urban and territorial plan).

The programme draws on two different but correlated teaching approaches. The first consists in theoretical courses pertaining to the methodological, technological and historical knowledge that will enable future architects to explore central themes of contemporary architectural culture critically. The second approach entails, each semester, the choice of a design studio which will enable future architects to explore central themes of contemporary architectural culture critically. The second approach entails, each semester, the choice of a design studio which will enable future architects to explore central themes of contemporary architectural culture critically. The second approach entails, each semester, the choice of a design studio which will enable future architects to explore central themes of contemporary architectural culture critically. 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The last semester is entirely dedicated to the drafting of the final thesis, which consists in a project that is related to a topic chosen by the design studio professor. Although each professor chooses a different topic to be developed by his students, all concern a specific site selected by the school.

Acquire the most advanced theoretical knowledge and operative skills for the practice of contemporary architectural design

The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales. The Master comprises a series of lectures and design studios dedicated to arguments and methods of architectural design in its different forms and scales.

In the years of the Master students are asked to produce one theoretical paper on topics of their own choice with the approval of a teacher.

Please be aware that slight changes in the study programme may occur.
During the Master of Science in Architecture, students follow scientific as well as humanistic courses. But a significant part of the curriculum lies within the ateliers – design studios. This is where students do sketches, drawings and models. The ateliers often have as subjects regions or cities abroad and are combined with short journeys to the location at study. One of the strengths of the Academy undeniably is to train professionals able to move in an international context.

Eleonora Dalcher, student
FINANCE

GOALS AND CONTENTS

Finance is the area of economics that studies investment decisions. These decisions are fundamental to the well-being of firms and individuals. Investment outcomes are affected by randomness. Investment decisions involve trade-offs between risk and expected return.

The Master programme stretches over two years (120 ECTS) and is structured to allow the students to personalise their study curricula according to their individual interests and educational backgrounds. It includes four semesters of lectures and seminars, and an internship. Typically, in the first semester students attend the foundation courses in order to acquire the basics of finance, accounting and statistics. The second and third semesters are dedicated to core courses and electives. The final thesis should show the candidate's ability to integrate acquired knowledge in the advanced scientific analysis of a topic in finance.

A thorough understanding of risk is necessary to the good management of financial assets. Therefore the first semester is dedicated to the economic and statistical foundations of financial markets and the quantitative disciplines necessary to model them.

This knowledge is then applied to the analysis of financial instruments and their markets in the core courses of the second and third semesters. Because the programme is based on rigorous quantitative methods, students are required to take the core courses before they can chose electives. The final thesis should then show the candidate's ability to integrate acquired knowledge in the scientific analysis of quantitative finance problems.

The programme is based on rigorous quantitative methods

The Swiss Finance Institute at the University of Lugano coordinates the Master in Finance. The Swiss Finance Institute is an initiative sponsored by the Swiss Bankers Association with the purpose of achieving international excellence in banking and finance education and research at Swiss universities. The Institute is highly committed to banking and finance education in Ticino and Switzerland. The importance of the financial area for the Swiss economy strengthens the mission of the Institute to train the people required to meet the challenges of globalisation and the increasing competition in financial markets.

STUDY PROGRAMME

FIRST SEMESTER

Foundation Courses (30 ECTS)

- Accounting 6
- Capital Markets 6
- Corporate Finance 6
- Financial Econometrics 6
- Probability and Finance I 3
- Statistics 3

SECOND SEMESTER

Core Courses (30 ECTS)

- Derivatives 6
- Financial Intermediation 6
- Risk Management 6
- Financial Statement Analysis 3
- Introductory Corporate Governance 3
- Probability and Finance II 6

THIRD AND FOURTH SEMESTER

Electives

- Advanced Corporate Governance 3
- Advanced Derivatives 3
- Asset Pricing 6
- Financial Engineering 6
- Financial Modelling 6
- Fixed Income 6
- Global Investment Research 3
- Introduction to Institutions and Economics of Pensions and Aging 3
- Pension Economics and Finance 3
- Advanced Business Valuation 3
- Advanced Corporate Finance 6
- Corporate Banking 6
- Private Banking 6
- Structured Products 6
- Alternative Investments 3
- Numerical Methods 6

Internship 6

Thesis 18

Field Project (optional) 12

Total ECTS required 120

Total ECTS offered 171

Please be aware that slight changes in the study programme may occur.
Within the area of finance, this Master covers a wide-spectrum of subjects, with a particular concentration on the quantitative topics. It allows me to acquire a self standing education and offers me the choice to enter the financial market or to proceed with further PhD studies. The study atmosphere at USI is great. Classes are really international and you can learn much from the experience and cultural diversity of your colleagues.”

Stefano Da Re, student
BANKING AND FINANCE

The Master in Banking and Finance has been designed to provide graduates with the necessary tools and skills for understanding financial markets and products from a banker’s perspective. Lugano being the 3rd financial marketplace in Switzerland provides an ideal venue to offer students with different backgrounds the best possible start for a successful career in banking or finance. The degree provides a background in finance methodology as well as the opportunity to go into more depth in selected topics of banking and finance by choosing electives.

GOALS AND CONTENTS
The Master programme stretches over two years and is structured to allow the students to personalise their study curricula according to their interests and educational backgrounds. It includes four semesters of lectures and seminars, and an internship. Typically, in the first semester students attend the foundation courses in order to acquire the basics of finance, accounting and statistics. The second and third semesters are dedicated to core courses and electives. The final thesis should show the candidate’s ability to integrate acquired knowledge in the advanced scientific analysis of a topic in banking and finance.

The Swiss Finance Institute at the University of Lugano coordinates the Master in Banking and Finance. The Swiss Finance Institute is an initiative sponsored by the Swiss Bankers Association with the purpose of achieving international excellence in banking and finance education and research at Swiss universities. The Institute is highly committed to banking and finance education in Ticino and Switzerland. The importance of the financial area in the Swiss economy strengthens the mission of the Institute to train the people required to meet the challenges of globalisation and the increasing competition in financial markets.

STUDY PROGRAMME

FIRST SEMESTER
Foundation Courses (30 ECTS)
- Accounting 6
- Capital Markets 6
- Corporate Finance 6
- Introduction to Statistics 6
- Quantitative Methods in Finance 6

SECOND SEMESTER
Core Courses (30 ECTS)
- Corporate Banking 6
- Derivatives 6
- Financial Intermediation 6
- Risk Management 6
- Financial Statement Analysis 3
- Introductory Corporate Governance 3

THIRD AND FOURTH SEMESTER
Electives
- Advanced Corporate Governance 3
- Advanced Derivatives 3
- Asset Pricing 3
- Financial Engineering 6
- Financial Modeling 6
- Financial Econometrics 6
- Fixed Income 6
- Global Investment Research 3
- Introduction to Institutions and Economics of Pensions and Aging 3
- Pension Economics and Finance 3
- Structured Products 6

Internship 6
Thesis 18
Field Project (optional) 12

Total ECTS required 120
Total ECTS offered 189

Please be aware that slight changes in the study programme may occur.
I love Portfolio Distribution. It’s amazing to learn how many products are traded in the market and how challenging it is to uncover the best asset allocation for investors. During the Master we do lots of team work, where we have to deal with problems arising from sharing ideas and having to find a common way of working: it’s not trivial at all.

Laura Sammartano, student

The Master in Banking and Finance presents a perfect mix between the internationality of students (and their background) and the very professional teaching net: Professors come from all over the world, and everyone is able to offer his/her particular view on the complex economic and financial field.

Aleksandar Jeremic, student
## ECONOMIA E POLITICHE INTERNAZIONALI

### OBIETTIVI E CONTENUTI
La Facoltà di Scienze economiche dell’Università della Svizzera italiana organizza un Master congiunto con l’Alta Scuola di Economia e Relazioni Internazionali (ASERI) dell’Università Cattolica di Milano, coinvolgendo studenti svizzeri, italiani e stranieri interessati ad un curriculum di studi che permetta loro di ottenere un doppio titolo: un Master italiano di primo livello e un Master svizzero (laurea magistrale). Il Master in Economia e Politiche Internazionali (MEPIN) offre un ampio bagaglio di strumenti scientifici e competenze specifiche, indispensabili per la comprensione dei fenomeni economico-politici legati alla globalizzazione.

### Fenomeni economico-politici legati alla globalizzazione
Le basi sulle quali si sviluppa l’intero programma sono legate allo studio dell’economia, della finanza, del diritto e delle istituzioni, delle politiche internazionali. Verranno inoltre fornite conoscenze di carattere multidisciplinare necessarie per affrontare tematiche quali lo sviluppo sostenibile, il microcredito, l’etica economico-finanziaria e, più in generale, le forme di cooperazione tra autorità pubbliche e operatori economici privati tese al raggiungimento di un obiettivo comune, quale la prestazione di un servizio o la creazione e la gestione di un progetto.

### Sviluppo sostenibile, microcredito, etica economico-finanziaria
Lo studio degli ambiti di intersezione tra pubblico e privato, dal livello locale a quello globale, richiede competenze sia nel settore economico-finanziario, sia in quello delle politiche pubbliche, nonché la conoscenza degli aspetti giuridico-regolamentari e di comunicazione relativi ai rapporti tra le parti. Ai partecipanti vengono proposte una serie di corsi nella sede di Lugano e una in quella di Milano. Il programma si completa con l’elaborazione di una tesi e con uno stage in un’istituzione nazionale o internazionale. La formazione poliedrica e interdisciplinare che offre il MEPIN ha permesso ai suoi diplomati di inserirsi rapidamente e con successo in aziende multinazionali, in banche e società finanziarie, in enti territoriali, in organizzazioni non governative, nell’insegnamento e in istituti di ricerca. I diplomati di questo Master possiedono sia competenze pluridisciplinari, sia conoscenze specifiche che permettono loro di operare in tutti quei settori in cui pubblico e privato cooperano.

## PIANO DEI CORSI

### PRIMO SEMESTRE - ALL’USI

<table>
<thead>
<tr>
<th>Area economica (8 ECTS)</th>
<th>Area interdisciplinare (9 ECTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economia politica e istituzioni</td>
<td>Microcredito ed etica economica</td>
</tr>
<tr>
<td>Economia del settore pubblico e delle organizzazioni non profit</td>
<td>3</td>
</tr>
<tr>
<td>Economia del settore pubblico e delle organizzazioni non profit</td>
<td>4</td>
</tr>
<tr>
<td>Macroeconomia monetaria</td>
<td>Con l’aggiunta dei seguenti moduli:</td>
</tr>
<tr>
<td>Economia e istituzioni monetarie</td>
<td>- The Sociotechnical Foundations of Property and their relevance to a theory of Money</td>
</tr>
<tr>
<td>Economia e istituzioni monetarie</td>
<td>- Il ruolo della Banca mondiale</td>
</tr>
<tr>
<td>Area giuridica (8 ECTS)</td>
<td>- Corporate Social Responsibility, Società Civile e sviluppo globale</td>
</tr>
<tr>
<td>Diritti umani, Diritto internazionale e fiscalità internazionale</td>
<td>- Il pensiero economico nella storia delle idee e dei fatti</td>
</tr>
<tr>
<td>Etica e diritto del sistema bancario e finanziario</td>
<td>3</td>
</tr>
</tbody>
</table>

### SECONDO SEMESTRE - ALL’ASERI

<table>
<thead>
<tr>
<th>Area economica (8 ECTS)</th>
<th>Area politica (15 ECTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Etica pubblica</td>
<td>Major Political-Economic Institutions and Actors in the Modern Global Economy Global Business, National Governments, and World Politics</td>
</tr>
<tr>
<td>Analisi dei mercati internazionali e rischio paese</td>
<td>Il crimine organizzato transnazionale tra economia e politica</td>
</tr>
<tr>
<td>Economia dei conflitti e relazioni economiche globali Strategic Thinking</td>
<td>Governance del sistema internazionale</td>
</tr>
<tr>
<td>Economia dei mercati emergenti e rischio Paese</td>
<td>Analisi delle politiche pubbliche</td>
</tr>
<tr>
<td>Area istituzionale (7ECTS)</td>
<td>Politiche pubbliche dell’Unione europea</td>
</tr>
<tr>
<td>Istituzioni e mercato interno dell’Unione Europea</td>
<td>Elementi di politica comparata</td>
</tr>
<tr>
<td>Diritto del mercato dei capitali</td>
<td>Rise of China and Transformation of World Politics</td>
</tr>
<tr>
<td>Elementi di Contrattualistica e regolamentazione degli investimenti internazionali</td>
<td>International Relations of the Middle East</td>
</tr>
<tr>
<td>Elementi di diritto internazionale</td>
<td>Gulf Security Complex: Challenges and Changes</td>
</tr>
</tbody>
</table>

### TERZO SEMESTRE

- Stage 10
- Tesi 17

**Totale ECTS 90**

Il piano di studi può essere soggetto a cambiamenti.
INFORMAZIONI GENERALI

TITOLO DI STUDIO CONSEGUITO ALLA FINE DEL PROGRAMMA
Master of Science in Economics, Major in Economia e politiche internazionali
Master universitario di I livello in Economia e politiche internazionali presso l'Università Cattolica del Sacro Cuore, Alta Scuola di Economia e Relazioni Internazionali (ASERI).

LINGUA
La lingua prevalente nei corsi è l’italiano ed è promossa la conoscenza della lingua inglese.

REQUISITI DI AMMISSIONE

ORGANIZZAZIONE
Sarà possibile conseguire 30 crediti ECTS aggiuntivi nel terzo semestre a Lugano, elevando il numero di crediti ECTS del Master in Economia e Politiche Internazionali da 90 a 120. I corsi tra i quali si potrà scegliere (e che saranno oggetto di valutazione da parte del Direttore di Master) saranno in maggioranza quelli offerti dagli altri Master attivi all’USI e in lingua inglese; previa autorizzazione esiste la possibilità di svolgere il terzo semestre presso un’Università estera e vedersi riconoscere i crediti acquisiti. La possibilità di acquisire 120 crediti sarà soggetta al pagamento di tassa semestrale aggiuntiva.

ISCRIZIONI
Per assicurare un’alta qualità degli insegnamenti e un buon livello di interazione, il corso prevede un numero chiuso di 30 studenti (estendibile, a giudizio della direzione del Master, fino a un massimo di 35 partecipanti). La selezione degli studenti avviene progressivamente, sulla base dell’ordine di ricevimento delle domande di ammissione. Le domande di ammissione pervenute con anticipo avranno maggiori probabilità. Per completare le procedure di immatricolazione presso l’Università Cattolica nel secondo semestre, i titoli di studio conseguiti presso Università non italiane dovranno essere accompagnati dalla relativa Dichiarazione di Valore rilasciata dalla Delegazione Diplomatica Italiana nel Paese/Region in cui lo studente ha ottenuto il titolo.

Per informazioni in merito all’immatricolazione all’Università Cattolica del Sacro Cuore e alla Dichiarazione di Valore potete rivolgervi a:
ASERI – Alta Scuola di Economia e Relazioni Internazionali
Università Cattolica del Sacro Cuore
Tel. +39 02 46 93 856
Email: info.aseri@unicatt.it
Web: www.aseri.it

Per i descritti dei corsi consultate il sito:
www.mepin.usi.ch
MANAGEMENT

GOALS AND CONTENT
The MSc in Management is designed to provide graduates, from a wide variety of backgrounds, with the necessary tools and skills for understanding modern management, creating the best possible start for a successful career. The degree provides both a broad background in management as well as the opportunity to go into more depth in selected topics by choosing electives. The programme has theoretical and practical elements, allowing students to understand the theory while at the same time being able to apply the knowledge to practical management situations.

The goal of the course is to create an understanding of the management processes that are the basis of organisations today. It should also help to develop the skills necessary to perform successfully in business organisations from start-ups to multinational companies, which are reflected in courses like Entrepreneurship and International Business. However, as most tasks in organisations become increasingly interdisciplinary it is also important to be able to work across traditional areas, which is another skill that is actively encouraged within the programme. This is also reflected in the variety of different teaching methods used including lectures, case studies, group work, games and fieldwork. However, all teaching methods stress an interactive approach or dialogue with the students.

The Faculty and the students are an international group, with education and work experience from across the world. This further increases learning and cultural exchanges, as students also learn to work effectively with people from different cultures. The degree has two streams in the first semester. Students with a background in economics or management will follow a set of courses which are designed to further build on these areas.

Students without any background in economics and management will follow a set of courses which provide the understanding and fundamental insight into the management disciplines. From the second semester the two streams will combine and continue to develop new insights into management processes. The last semester is a unique combination of academic rigor through the writing of a thesis and a piece of applied or consulting work – the field project – which is done in groups for a real company.

STUDY PROGRAMME

FIRST SEMESTER
First Degree in Economics or Management
- Essentials of Corporate Finance 6
- Organizational Behavior 6
- Industrial Organisation 6
- Strategic Marketing 6
- Electives 6

First Degree in any other Subject
- Accounting 6
- Corporate Strategy 6
- Managerial Economics 1 6
- Organizational Behavior 6
- Strategic Marketing 6

SECOND SEMESTER
Core Courses (21 ECTS)
- Managerial Economics 2 3
- Research Methods (Foundations) 3
- Entrepreneurship: Theory and Practice 3
- Human Resources Management 3
- Operations Management 3
- Applied Statistics 6

Electives (6-12 ECTS)
- Entrepreneurship: Writing Business Plans 3
- Organizational Learning 6
- Mergers and Acquisitions 3
- Managing Family Enterprises 3
- Decision Making 3
- Innovation 3
- Competitive Intelligence 3
- International Business 3
- Consumer Behavior 6

THIRD SEMESTER
Core Courses (9 ECTS)
- Managerial Economic 3 3
- Business Dynamics 3
- Business Analytics 3

Electives (18-24 ECTS)
- Project Management 3
- Research Methods (Analytical Thinking) 3
- Negotiation 3
- Organization and Social Networks 3
- Global Market Strategies 3
- The Leadership Challenge 3
- Organizational Design and Change 3
- Data Analysis 3
- Digital Marketing 3
- Corporate Governance 3
- Six Sigma 6
- Applied Social Entrepreneurship 6

FOURTH SEMESTER
Capstone Work (30 ECTS)
- Field Project 12
- Thesis 18

Total ECTS 120

Slight changes in the study programme may occur.
The Master in Management opened my eyes on the world, not least thanks to the undoubtedly highly qualified and very helpful professors. Moreover the team assignments that are an important part of many lectures allow you to be in contact with students that come from all around the world. This is a great opportunity for anybody who strives for an international career.

Andrea Caspani, student
ECONOMIC POLICY

GOALS AND CONTENT

The goal of the Master is to teach students how to analyze economic problems at the national as well as international level and how to identify the most appropriate policy instruments. In a cordial environment and in close interaction with the Faculty, the students will be equipped with the quantitative methods and the analytical tools necessary for a successful career as professional economist with a strong policy orientation. The master will also drive interested students into a Ph.D program.

The Master in Economic Policy (MEP) offers knowledge in various fields of applied economics combined with a sound background in microeconomics, macroeconomics and econometrics. To understand, evaluate and propose economic policy instruments in the current world with all its global challenges, the teaching method is a combination of economic theory with relevant real world applications of today.

Understand the global challenges of today, and acquire the skills to rigorously evaluate public policies

Addressing the challenges and the opportunities of the globalized economy, the recent crises and the strain on public finances requires economists with a strong policy orientation

The MEP prepares professional economists with a policy orientation, with an eye to the skills required to be employed in national and international policy and research institutions, including central banks, development banks, economics and statistics research offices but also in high ranks of the public administration. In addition, MEP is a pathway to higher studies in Economics and Economic Policy.

The close interaction with the faculty eases the acquisition of the quantitative methods and the analytical tools needed for policy analysis

STRUCTURE PROGRAM

The program is taught entirely in English and has a strong international orientation. The first year offers all the core courses together with some specialized courses. The second year offers mostly elective courses, which can be taken at USI, but also at national and international partner universities.

The students also have the option of doing an internship, either at a private, or a research institution. Together with the final thesis (which is written in the last semester), the students will have received the necessary training to undertake independent analysis of many economic problems.

STUDY PROGRAMME

FIRST SEMESTER

Core Courses (30 ECTS)
Microeconomics for Public Policy 6
Macroeconomics for Public Policy 6
Micro-Econometrics 6
Industrial Organization 6
Political Economy and Public Finance 6

SECOND SEMESTER

Specialized Courses (30 ECTS)
Public Policy Analysis 3
Quantitative Methods for Policy Evaluation 6
Topics in Labor, Public and Development Economics 6
Advanced Regional Economics 3
Applied Economic Policy 6
International Fiscal System 3
Managerial Economics II (Regulation) 3

THIRD SEMESTER

Specialized Courses (9 ECTS)
Pension Economics and Finance 6
Managerial Economics III (Antitrust Policy) 3

Suggested Electives (21 ECTS)
Corporate Finance 6
Capital Markets 6
Health Policy 3
Environmental and Natural Resource Economics 3
Choice of elective courses from other Master 3

FOURTH SEMESTER

Internship/Field Work/Research Stay with a Professor (12 credits); or:
2 or more electives (for a maximum of 12 credits) among all courses offered at USI at the Master level
Thesis 18

Total ECTS 120

Slight changes in the study programme may occur.
MASTER OF SCIENCE IN ECONOMIC POLICY

GENERAL INFORMATION

AWARDED DEGREE
Master of Science in Economics, Major in Economic Policy

LANGUAGE
This programme is entirely held in English.

STUDENT PROFILE AND ADMISSION REQUIREMENTS
The master is open to students with a bachelor in economics or business economics from a recognised university, but students with a strong quantitative background from other disciplines are also welcome.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mep.usi.ch/admission.

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR).

Please refer to page 8 for the equivalency table.

CONTACTS
USI Università della Svizzera italiana
Study Advisory Service
Tel. +41 58 666 4795
studyadvisor@usi.ch

Detailed course descriptions are available on:

www.mep.usi.ch
MASTERS OF SCIENCE IN COMMUNICATION
COMMUNICATION, MANAGEMENT AND HEALTH

GOALS AND CONTENTS
The University of Lugano (USI), Switzerland, in collaboration with Virginia Polytechnic Institute and State University (VT), USA, offers a Master in Communication, Management and Health (MCMH), a unique programme in Europe. The purpose of the MCMH is to give students:
- A solid theoretical background in multiple academic disciplines: communication, marketing and management;
- A focused and in-depth knowledge of the health sector;
- The option of a dual Master’s degree at Virginia Tech University;

The ultimate goal of the MCMH is to have our students well prepared to perform jobs either with the private or public sector in all size organisations in health and beyond.

POSSIBILITY OF PARTICIPATING IN A MULTICULTURAL AND INTERNATIONAL DUAL DEGREE PROGRAMME
The Master in Communication, Management and Health offers the unique opportunity of two educational pathways: one based entirely at the University of Lugano, the other with one study-abroad semester at Virginia Tech University.

Graduates who complete their second semester at VT will be awarded two Master of Science (MSc) degrees:
- a VT MSc in Business Administration with a specialisation in Marketing and
- a USI MSc in Communication, Management and Health.

ORGANISATION
This full-time study programme comprises 120 ECTS spread over 4 semesters. Students have the possibility to spend their second semester at Virginia Tech University, focusing on quantitative and qualitative methodology which introduce students to the analysis of marketing.

During the fourth semester, students will complete their master thesis. In addition, they will acquire professional and practical experience undertaking a three-month field project in which they apply their theoretical knowledge and methodological skills.

STUDY PROGRAMME

FIRST SEMESTER – USI
Health Communication 6
Research Methods in Health Communication 3
Social Marketing 6
Data Analysis 6
Corporate Strategy 6
Managerial and Financial Accounting 6

SECOND SEMESTER – VT
Marketing Policy and Strategy 6
International Marketing Strategy 6
Marketing, Entrepreneurship, and the Public Purpose 6
Statistics for Research (II) 6
Electives 6

SECOND SEMESTER – USI
Corporate Identity and Image 6
Health Communication Law 3
Global Corporate Communication 3
Consumer Behaviour 6
Corporate Social Responsibility 3
Electives 9

THIRD SEMESTER – USI
Organizational Behaviour 6
Industry & Institutions Perspectives: Stakeholders in the Swiss Health System 3
Interpersonal Communication in Health 3
Efficacy of Health Communication via Media 3
Qualitative Research Methods in Health Communication Epidemiology 3
Health Policy 3
Introduction to Public Health 3

FOURTH SEMESTER – USI or VT
Thesis 21
Field Project 9

Total ECTS 120

Slight changes in the study programme may occur.
One the most relevant didactic features of this Master is that it gives you the possibility to explore your areas of interest with quite some depth, as it allows you to focus on only a few topics for a longer period of time. I further enjoy that the Professors always also consider the practical implications and applications of the studied theories. Personally, I had the great opportunity to complete an internship at the USI Institute of Communication and Health, where I could apply what I had learned during my first year of studies to a concrete research project.

Giovanni Dragonetti, student
Master of Science in Cognitive Psychology in Communication and Health

COGNITIVE PSYCHOLOGY IN COMMUNICATION AND HEALTH

GOALS AND CONTENTS
In its new graduate program in Cognitive Psychology, the Institute of Communication and Health augments its current offering of the Master of Science in Communication, Management and Health with a focus on the intersection of psychological processes and physical health and disease in collaboration with Università Vita-Salute San Raffaele (UNISR).

Students who choose this specialization will gain strong biological, methodological and statistical training. The specialization will familiarize students with the latest theory, research and practice in cognitive psychology and neuroscience, and prepare them to lead and influence change in health in today’s diverse communities.

A DEGREE PROGRAMME IN PARTNERSHIP WITH UNIVERSITÀ SAN RAFFAELE
This master offers the opportunity of two tracks in terms of the title awarded to the students:

Graduates with a Bachelor in Psychology can be admitted directly to the program and, after successful completion of their studies, will obtain the “Master of Science degree in Cognitive Psychology in Communication & Health” from Università della Svizzera italiana and from the Università Vita-Salute San Raffaele, Milan.

Students without a BA in Psychology can be admitted to the program with no prior remedial study. In this specific case, graduates will be awarded the “Master of Science degree in Cognitive Sciences in Communication & Health” from Università della Svizzera italiana.

Students without a Bachelor’s degree in Psychology interested in obtaining the Master of Science degree in Cognitive Psychology in Communication & Health must acquire at least 88 ECTS at Bachelor’s level in Psychology at Università Vita Salute San Raffaele.

STUDY PROGRAMME

FIRST SEMESTER – USI
Health Communication 6
Social Marketing 6
Research Methods in Health Communication 3
Qualitative Research Methods in Health Communication 3
Epidemiology 6
Learning and Communication 6

SECOND SEMESTER – UNISR
Advance Topic in Cognitive Psychology 6
Judgment and Decision Making in Health 9
Statistical Model for Social Sciences 4
Recent Advances in Behavioral Neurosciences 9

THIRD SEMESTER – USI
Organizational Behavior 6
Corporate Strategy 6
Managerial and Financial Accounting 6
Electives among others “Efficacy of Health Communication via Media” 8

FOURTH SEMESTER – UNISR
Health Psychology 6
Organizational Psychology 6
Thesis 18
Field Project/Laboratories 6

Total ECTS 120

Slight changes in the study programme may occur.
ORGANISATION

This full-time study programme comprises 120 ECTS spread over 4 semesters.

The entire Master Program is organized into 4 units, called ‘modules’, over two years. The first module covers classes in Health Communication, the second in Psychology, the third in Management; in the fourth semester students will conduct a field project and write their Master thesis. In the first semester, students will attend classes taught at USI, courses in the second semester will mainly be taught at the university San Raffaele. Classes in the third semester will again be taught at USI. Suggested electives, among others, are “Efficacy of Health Communication via Media”, “Interpersonal communication” and “Introduction to Public Health”.

In the fourth semester students are supposed to do either a field project or will gain an additional training in advanced methodological skills (eye-tracking, reading facial expression, facial action coding systems, etc.). Moreover, students will write their Master Thesis under the supervision of an academic at USI or UNISR.

Over the two years, students will be supported by an active tutoring service and will cumulate extra credits participating in seminar activities, ongoing research projects, and laboratory activities.

CAREER OPPORTUNITIES

Psychology in Communication and Health is a rapidly growing field, which is in need of professionals to provide psychological services to those with medical illness. We anticipate that graduates from the program will work in clinics and governmental health organizations, NGOs or other health domains. Furthermore, training in this Master program is designed to produce students who can design novel and effective interventions to prevent disease and promote health.

GENERAL INFORMATION

AWARDED DEGREE

Master of Science degree in Cognitive Psychology in Communication and Health from Università della Svizzera italiana (USI) and Università Vita Salute San Raffaele (UNISR).

Master of Science degree in Cognitive Sciences in Communication & Health from Università della Svizzera italiana (USI).

LANGUAGE

This programme is entirely held in English.

STUDENT PROFILE AND ADMISSION REQUIREMENTS

Bachelor’s degree granted by a recognized university in Psychology.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mpch.usi.ch/admission

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR).

Please refer to page 8 for the equivalency table.

CONTACTS

USI Università della Svizzera italiana
Study Advisory Service
Tel. +41 58 666 4795
studyadvisor@usi.ch

Detailed course descriptions are available on:

www.mpch.usi.ch
**PIANO DEI CORSI**

**PRIMO SEMESTRE (30 ECTS)**
- Corsi Master Gestione dei media (30 ECTS)
- Gestione dei diritti editoriali
- Argomentazione nei media
- Quality of Journalism and social responsibility of the media
- Introduzione al marketing
- Diritto dei media
- Marketing dei media
- Broadcasting Management
- Economia del cinema

**SECONDO SEMESTRE (36 ECTS)**
- Imprese editoriali on-line
- Strategie e mercati dei nuovi media
- Economia e tecnica della pubblicità
- Il sistema dei media in Svizzera
- Communicating in the media branch

**TERZO SEMESTRE**
- Corsi a scelta (24 ECTS)
  - Analisi dei consumi mediiali e multimediali
  - Economia e politica dei media
  - The Network Society
  - Archivi digitali

**QUARTO SEMESTRE**
- Capstone Work (30 ECTS)
  - Stage
  - Tesi

**Totale ECTS**
120

Il piano di studi può essere soggetto a cambiamenti.
Durante il secondo ed il terzo semestre gli studenti sono chiamati a personalizzare il proprio piano di studi selezionando dei corsi a scelta per un totale di 24 ECTS. La Facoltà di Scienze della Comunicazione offre corsi a scelta (elective courses) organizzati all’interno di quattro minors. Ogni minor ha un valore di 12 ECTS.

**Gli studenti di Gestione dei media sono tenuti a conseguire obbligatoriamente il minor in Content Design.**

Per conseguire i restanti 12 ECTS gli studenti possono decidere di: a) conseguire un secondo minor b) seguire corsi che afferiscono a più di un minor (e che quindi non consentono di maturare un secondo minor) c) seguire elective courses organizzati dalla direzione del master in Gestione dei media d) seguire corsi offerti da altri master dell’USI (salvo approvazione del coordinamento del master a cui afferisce il corso selezionato).

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### (a) Minor in Digital Marketing or in Digital Communication

- Digital Marketing (3 ECTS) or Digital Communication 3
- Conceptual Modeling for Information Management 3
- Usability and Webanalytic 3
- Online Communication Design 3

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### Minor in Content Design

- Improving Discourse Quality in Organizations: Evaluation and Redesign 3
- Media Genres and Formats 3
- Multimodal Rhetoric 3
- Transmedia Narratives 3

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### Minor in Public Communication

**Mandatory:**

- Political Communication 3

**Three courses to be chosen by the student:**

- Social Marketing 6
- Argumentation 1 3+3

(The following courses are taught in French)

- Argumentation 2 3
- Instruments for Political Communication 3

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### Minor in Corporate Social Responsibility

- Corporate Social Responsibility 3
- Corporate Governance 3
- Global Corporate Communication 3
- Ethics in Corporate Communication 3

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(c)

L’electic course organizzato dalla direzione del master in Gestione dei media è:

- Analisi del prodotto cinematografico 3
Il programma di studio presenta le novità più importanti del settore dei media e include materie, che pur essendo indipendenti l’una dall’altra, convergono verso un obiettivo comune, ossia la formazione di una figura esperta del settore dei Media.

L’approccio didattico del Master mi permette di applicare le nozioni apprese, per esempio quando vengono portati ‘case studies’ in cui occorre trovare soluzioni e strategie concrete. Nello studio affronto anche quotidianamente la sfida di lavorare in team e di dover rispettare delle scadenze che simulano il lavoro di un vero manager.

Filippo Marano, studente
MASTERS IN ECONOMICS AND COMMUNICATION
**CORPORATE COMMUNICATION**

**GOALS AND CONTENTS**
Corporate communication plays today a key role in the management of organizations, by helping them project who they are and what they do and by participating in the decision making process. In charge of managing relationships with the organization’s stakeholders, corporate communication contributes to enhance the quality of corporate and business decisions. It also steers the organizational identity processes at the heart of corporate branding. It therefore contributes to the management of the organization’s reputation capital, a key factor influencing the ability of an organization to attract strategic resources. In this it is a strategic partner of other corporate functions: for instance in managing relationships with investors, it interacts with financial managers; in dealing with public authorities and regulators, it collaborates with legal services; in addressing issues of identity and corporate culture, it partners with human resources specialists; in communicating with customers, it collaborates with marketers, etc. Corporate communication specialists therefore need to acquire solid general management skills in order to carry out their roles effectively.

To this purpose, the programme develops analytical and decision-making abilities for corporate communication, grounded in a sound knowledge of organisation, business economics and management. In order to help develop these analytical and decision making skills, lectures are integrated with more active teaching methods, consisting of discussion of case histories, role-playing, business games, individual and group projects, etc.

Graduates from the programme will be ready to enter the corporate communication profession at a management level. The skills acquired meet the requirements for professional careers in organisations of different kinds as well as in corporate communication agencies and consulting firms. Graduates will also be able to undertake specialised roles, in areas such as internal communication, media, financial relations, public affairs or marketing communication management.

The programme stretches over two years (120 ECTS credits) and is structured to allow the students to personalise their study curricula according to their individual interests. Typically, in the first semester students attend the general management classes in order to acquire the basics of management. The second and third semesters are dedicated to core courses and electives. Students are required to take core courses that regard specific communication management topics and methodology and to complete their curriculum with elective courses. They can also acquire minors in four areas: Digital Marketing-Digital Communication, Content Design, Public Communication and Corporate Social Responsibility. During the last semester students work in teams on a field project and individually write up their master’s thesis.

**STUDY PROGRAMME**

**FIRST SEMESTER**
**GENERAL MANAGEMENT (30 ECTS)**
- Principles of Economics 3
- Strategic Marketing 6
- Organizational Behavior 6
- Corporate Strategy 6
- Accounting 6
- Essentials of Finance 3

**SECOND SEMESTER**
**CORE COURSES (18 ECTS)**
- Corporate Identity and Image 6
- Integrated Marketing Communication 3
- Investor Relations 3
- Sponsoring and Partnership Management 3
- Issues and Crisis Management 3

**ELECTIVES (24 ECTS)**
Students are required to choose courses for 24 ECTS among a wide range of elective courses or among core courses offered in other USI’s Master programmes.

**THIRD SEMESTER**
**CORE COURSES (18 ECTS)**
- Organizational Communication 3
- Communication Law 1.5+1.5
- Public Affairs 3
- Data Analysis 3
- Corporate Communication Research Methods 6

**FOURTH SEMESTER**
**CAPSTONE WORK (30 ECTS)**
- Field Project 12
- Thesis 18

**Total ECTS** 120

Slight changes in the study programme may occur.
ELECTIVES AND MINORS

During the second and third semesters, students are required to earn 24 ECTS of electives courses.

Students can choose the courses they are interested in, among (a) elective courses offered in four distinctive minors, (b) other electives and (c) core courses offered in other USI’s Master programmes. Students can decide to obtain one or two ‘minors’ by taking all courses listed in the minor(s) of their choice. Every ‘minor’ consist of four courses of 3 ECTS for a total of 12 ECTS.

(a) ELECTIVE COURSES OFFERED IN FOUR DISTINCTIVE MINORS:

Minor in Corporate Social Responsibility
Global Corporate Communication 3
Corporate Social Responsibility 3
Communication Ethics 3
Corporate Governance 3

Minor in Digital Marketing or in Digital Communication
Information Management and Retrieval 3
Usability and Webanalytics 3
Digital Marketing (3 ECTS) or Digital Corporate Communication 3
Online Communication Design 3

Minor in Content Design
Improving Discourse Quality in Organizations: Evaluation and Redesign 3
Media Genres and Formats 3
Multimodal Rhetoric 3
Transmedia Narratives 3

Minor in Public Communication
Mandatory:
Political Communication 3

Three courses to be chosen by the student:
Social Marketing 6
Argumentation 1+2 3+3
E-Government 3
Instruments pour la Communication Publique (taught in French and English) 3

(b) OTHER ELECTIVES (EXAMPLES):
Media Relations 3
Cause-related marketing 3
Writing Business Plans 3
Studium Sustainale 3
Advertising and Branding 3
Strategic Brand Management 3

(c) CORE COURSES OFFERED IN OTHER USI’S MASTER PROGRAMMES (EXAMPLES):

Consumer Behavior 6
Human Resources Management 3
Service Marketing 3
Master of Science in Corporate Communication

GENERAL INFORMATION

The places offered are limited, therefore the selection can be effected on the basis of the academic results.

AWARDED DEGREE
Master of Science in Communication and Economics, Major in Corporate Communication

LANGUAGE
This programme is entirely held in English.

STUDENT PROFILE AND ADMISSION REQUIREMENTS
Bachelor’s degree in Social Sciences granted by a recognised university. Candidates are expected to have acquired basic concepts of management, economics, marketing, statistics and communication sciences corresponding to introductory courses on Bachelor level, in order to follow the programme effectively.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mcc.usi.ch/admission

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR).

Please refer to page 8 for the equivalency table.

CONTACTS
USI Università della Svizzera italiana
Study Advisory Service
Tel. +41 58 666 4795
studyadvisor@usi.ch

Detailed course descriptions are available on:

www.mcc.usi.ch

"Studying at USI is a really fulfilling experience. During my studies I realized what great opportunities lay in the field of Corporate Communication – how important it is to be up-to-date with subjects like sustainability, how crucial it is to find out everything you can about social media, how indispensable it is to have the know-how of putting together an awesome presentation and, maybe most of all, which great advantages you can expect from working in a team. I feel ready to lead any kind of projects related to communication, PR, CSR, and marketing, no matter how big the scope."

Ana Javornik, student
MARKETING

GOALS AND CONTENTS
Organisations and businesses that seek success endeavour to serve their clients and customers effectively.

Since firms depend on customers and suppliers for the resources needed to carry out their business it is critical that management builds and sustains relationships with customers and suppliers. The management of these relationships is critical for the development of any business. It is one of the key tasks of marketing and requires an effective understanding of how relationships work and will involve most management positions within the company.

Graduates from this programme will acquire competencies to meet the requirements of a professional career in companies of different size. The programme seeks to prepare participants to assume general management positions or to take up specialised positions such as product and marketing managers. Graduates may also take up professional positions in marketing research and communications.

The programme is designed to develop participants’ analytical and decision-making skills grounded in a solid knowledge of best management practices and a rigorous methodological approach. In particular it develops the capability to analyse and interpret markets as well as the ability to conceive and put into practice effective solutions that a company can adopt in dealing with various marketing situations. For this purpose traditional teaching is integrated with more active teaching methods, consisting of discussion of case histories, role-playing, business games, and work on individual and group projects.

The programme stretches over two years (120 ECTS credits) and is structured to allow students to personalise their study curricula following their individual interests. In the first semester students attend general management classes in order to acquire a broad knowledge of management. The second and third semesters are dedicated to core courses and electives. Students are required to take core courses in key marketing topics and methodologies, and to complete the curriculum with electives. They can also acquire minors in four areas such as: Digital Marketing-Digital Communication, Content Design, Public Communication and Corporate Social Responsibility. During the last semester students work in teams on a field project and write up their master’s thesis.

STUDY PROGRAMME

FIRST SEMESTER
GENERAL MANAGEMENT (30 ECTS)
Principles of Economics 3
Strategic Marketing 6
Organizational Behavior 6
Corporate Strategy 6
Accounting 6
Essentials of Finance 3

SECOND SEMESTER
CORE COURSES (18 ECTS)
Consumer Behaviour 6
Integrated Marketing Communication 3
Business-to-Business Marketing 3
Service Marketing 3
Purchasing and Supply Chain Management 3

ELECTIVES (24 ECTS)
The choice of specific electives courses allow students to obtain ‘minors’.
(see next page for details)

THIRD SEMESTER
CORE COURSES (18 ECTS)
Marketing Research 6
Distribution Management 3
Marketing Strategy and Planning 3
Communication Law 1.5 + 1.5
Data Analysis 3

FOURTH SEMESTER
CAPSTONE WORK (30 ECTS)
Field Project 12
Thesis 18

Total ECTS 120

Slight changes in the study programme may occur.
Master of Science in Marketing

ELECTIVES AND MINORS

During the second and third semesters, students are required to earn 24 ECTS of electives courses.

Students can choose the courses they are interested in, among (a) elective courses offered in four distinctive minors, (b) other electives and (c) core courses offered in other USI’s Master programmes. Students can decide to obtain one or two ‘minors’ by taking all courses listed in the minor(s) of their choice. Every ‘minor’ consist of four courses of 3 ECTS for a total of 12 ECTS.

(a) ELECTIVE COURSES OFFERED IN FOUR DISTINCTIVE MINORS:

Minor in Digital Marketing or in Digital Communication
- Conceptual Modeling for Information Management 3
- Usability and Webanalytics 3
- Digital Marketing (3 ECTS) or Digital Corporate Communication 3
- Online Communication Design 3

Minor in Corporate Social Responsibility
- Corporate Social Responsibility 3
- Global Corporate Communication 3
- Corporate Governance 3
- Communication Ethics 3

Minor in Content Design
- Improving Discourse Quality in Organizations: Evaluation and Redesign 3
- Media Genres and Formats 3
- Multimodal Rhetoric 3
- Transmedia Narratives 3

Minor in Public Communication
- Mandatory:
  - Political Communication 3

- Three courses to be chosen by the student:
  - Social Marketing 6
  - Argumentation 1+2 3+3
  - E-Government 3
  - Instruments pour la Communication Publique (taught in French and English) 3

(b) OTHER ELECTIVES (EXAMPLES):

- Cause-related Marketing 3
- Advertising and Branding 3
- Sales Management 3
- International Marketing 3
- Strategic Brand Management 3
- Pricing 3
- Studium Sustainale 3

(c) CORE COURSES OFFERED IN OTHER USI’S MASTER PROGRAMMES (EXAMPLES):

- Corporate Identity and Image 6
- Sponsoring and Partnership Management 3
- Human Resources Management 3
- International Business 3
The best part of the Master is the field project: You work for a real company, with a real marketing mandate. Unlike in some internship positions, where interns get to do the boring and easy tasks, in a field project you do the actually challenging, creative and responsible parts of the work. It is really motivating.

Rukhshona Nazhmidinova, student
INTERNATIONAL TOURISM

GOALS AND CONTENTS
Having developed very rapidly in recent decades, international tourism has become one of the world economy’s major industries. Yet, managing international tourism demands a serious commitment: one must take into account a variety of different economies, institutions, legal systems, languages and cultures. To strike a fair balance between the various elements at play – the tourist industry, the tourist, the local community, the environment – entrepreneurs and operators need to have an excellent grasp of several (even fairly disparate) disciplines, highly professional skills, a strategic and essential view of phenomena, with a strong sense of responsibility.

The Master in International Tourism seeks to respond to this challenge by offering a programme that goes beyond the limited focus of professional masters courses, proposing instead a transversal and multidisciplinary approach at university level. The goal is to achieve competence through academic discourse, toolkits from different disciplines and a deeper understanding of the phenomenon.

The Master aims to be part of a new wide-ranging form of training that is strongly oriented towards a multidisciplinary approach in contents and methods by covering the following fields:
- Economics and management (of tourism, of tourist business, of culture, of territory and environment);
- Communication (in tourism, tourism marketing, information technologies, and human sciences);
- Politics, Institutions and International Relations.

This Master’s programme trains professional figures with qualified management career prospects in the foremost sectors of international tourism, as for instance:
- Government, Industry Associations and Research;
- Destination Marketing;
- Travel Trade (Tour Operators and Travel Agencies);
- Transportation and Accommodation;
- Events and Conferences.

STUDY PROGRAMME

FIRST SEMESTER (30 ECTS)
Cultural History of Tourism 3
E-Tourism Technology Labs 3
Economics and Politics of International Tourism 4.5
Event Management 3
Innovation and Cooperation in Tourism 3
International Relations and Tourism 3
New Media for Tourism Communication 4.5
Rhetoric and Persuasion in Tourism Communication 3
Tourism Economics 3

SECOND SEMESTER (28.5 ECTS)
Business Travel 3
Destination Management and Marketing 4.5
Economics of Transport and Mobility 3
Human Resource Management 3
Management of Small and Medium Enterprises 3
Tourism and World Heritage 3
Tourism Planning and Development 3
Tourism Service Management 3
Research Methods in Tourism 3

THIRD SEMESTER (28.5 ECTS)
Architecture and Tourism 3
Colloquium: Sustainable Tourism 3
Environmental and Natural Resources Policy 4.5
International Tourism Marketing 3
Risk and Crisis Management in Tourism 3
Electives: take the Minor in eTourism or courses offered by other USI masters in English 12

FOURTH SEMESTER (33 ECTS)
Field Project 9
Study Tour 6
Internship* 6
Thesis 12

Total ECTS 120

*Optional to do the internship between the 2nd and 3rd or after finishing the 4th semester

Slight changes in the programme may occur.
I appreciated the small size of our class and of the university, and particularly the applied teaching approach. Many courses are based on a practical point of view allowing you to follow and to develop your own ideas. One of the highlights in the past two years was certainly the final group project during the fourth semester that enforced us to work intensively together during almost two months.

Christine Kaufmann, student

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We are doing a lot of group work at USI. Cooperating with people from very diverse backgrounds and nationalities gives me the chance to experience firsthand the need to collaborate in a global environment.

Verena Dollberg, student

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GENERAL INFORMATION

AWARDED DEGREE
Master of Arts in Economics and Communication, Major in International Tourism

LANGUAGE
This programme is entirely held in English.

STUDENT PROFILE AND ADMISSION REQUIREMENTS
Bachelor’s degree granted by a recognised university in Economics, Communication Sciences, Political Science, Tourism or other related fields.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mt.usi.ch/admission

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR).

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**STUDY PROGRAMME**

**FIRST SEMESTER**

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<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
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<tr>
<td>Introduction to Financial Communication</td>
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<tr>
<td>Accounting</td>
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<tr>
<td>Capital Markets</td>
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<td>Corporate Finance</td>
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<tr>
<td>Corporate Strategy</td>
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<td>Rhetorical Strategies in Financial Disclosures</td>
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<tr>
<td>Interpersonal Communication for Finance</td>
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<td>Financial Communication Law (Part I)</td>
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**SECOND SEMESTER**

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<td>Argumentation in Finance</td>
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<td>Investor Relations</td>
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<td>International Fiscal System</td>
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<td>Financial Intermediation</td>
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<td>Private Banking</td>
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<td>Financial Communication Law (Part II)</td>
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**THIRD SEMESTER**

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<td>Data Analysis</td>
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<td>Corporate Social Responsibility and</td>
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<td>Socially Responsible Investment</td>
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<td>Ethics and Law in Banking (in Italian only)</td>
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<td>Internship (not mandatory)</td>
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<td>Improving Discourse Quality in</td>
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<td>Organizations: Evaluation and Redesign</td>
<td>3</td>
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<td>Corporate Identity and Image</td>
<td>6</td>
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<td>Issues and Crisis Management</td>
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**FOURTH SEMESTER**

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<td>Electives</td>
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<td>Banking Strategies</td>
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<td>Corporate Banking</td>
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<td>Behavioral Finance</td>
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<td>Financial Instruments</td>
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<td>Financial Statement Analysis</td>
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<td>The Law and Practice of International</td>
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<td>Capital Markets</td>
<td>3</td>
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<tr>
<td>Consumer Behaviour</td>
<td>6</td>
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<tr>
<td>Entrepreneurship: Writing Business Plans</td>
<td>3</td>
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<td>Internship (not mandatory)</td>
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<td>Thesis</td>
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</table>

**Totale ECTS** 120

Slight changes in the study programme may occur.

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**FINANCIAL COMMUNICATION**

**GOALS AND CONTENTS**

The goal of the Master in Financial Communication is to form specialists operating in the banking sector and in capital markets being able to bridge the information and knowledge gaps between experts and lay investors and entrepreneurs, who are confronted with complex financial decisions.

The Master offers the unique opportunity to acquire an integrated set of competences, strongly and increasingly required in the financial sector. The recent financial crisis has created new challenges for banks, business companies and market operators, who are expected to master, besides a solid financial background, also strong capacities in communicating with clients and investors and a mature awareness of the legal framework in which financial services and products are promoted and transactions are negotiated.

Students will be trained to intermediate, in a sensible and timely manner, financial institutions and various other companies, with their clients, investors and other stakeholders, so being an effective interface between the financial industry and the public at large.

The Master also provides students with the legal background that financial communication specialist need in order to effectively deal with important issues recently emerging in the financial sector, such as money laundering, terrorism financing and fiscal matters.

Moreover, by following the logic of the information flow in the financial market, the study programme will allow our graduates to meet the exigencies and the challenge of working with and within financial media.

The study curriculum comprises both core and elective courses, centered around three main pillars – financial economics, communication and law. By the end of the programme, our students will have acquired fundamental analytical, argumentative and interpersonal skills, grounded in a solid knowledge of financial market behaviour, strategies and regulations, which will enable them to efficiently craft the information for financial decisions.

This programme is designed for graduates with a three-year bachelor’s degree in economics or communication sciences. Students can benefit of personalized study plans, in accordance with their initial background as well as with their further individual interest in the area of financial communication. Graduates are expected to find employment in banking, consultancy, investor relations, and the corporate communication areas of most firms.

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**Learn how to bridge the gap between financial experts and investment decisions makers**

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**The study programme combines a state-of-the-art theoretical training with real-life case-studies and simulations, relying on innovative and interactive teaching methods**

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**Graduates are expected to find employment in banking, consultancy, investor relations, and the corporate communication areas of most firms**
During my Master studies, I chose to focus rather on corporate subjects and thus took classes like Corporate Finance, Corporate Strategy, Financial Statement Analysis and Corporate Governance. They provided a comprehensive financial and economic background, and efficiently dealt with actual communication issues. During the crisis, professors adapted the courses’ syllabus and gave us very interesting and useful insights regarding its economic, financial and communication dimensions.

Sandulescu Mihaela, Alumna
PUBLIC MANAGEMENT AND POLICY (PMP)

Con specializzazione in:
– Management ed economia pubblica / Management and Public Economics
– Comunicazione pubblica / Public Communication

OBIETTIVI

Negli ultimi anni il settore pubblico ha conosciuto rilevanti processi di innovazione. Il cambiamento riguarda sia il management operativo di amministrazioni e organizzazioni che il funzionamento politico (il riferimento più immediato riguarda il crescente impatto del livello sopranazionale). I recenti avvenimenti economici su scala globale hanno inoltre riportato il settore pubblico al centro del funzionamento dei sistemi economico-sociali. Parallelamente, il settore non-profit vede il suo campo di azione allargarsi, ad esempio nell’erogazione di servizi di pubblica utilità. Nell’insieme, al settore pubblico e al privato non-profit si chiede di assumere il ruolo di attore protagonista dell’innovazione, a supporto di famiglie, di individui come pure di attività economiche, culturali e sociali. In questo contesto, il sistema pubblico propone, sia a livello locale e regionale che nazionale e internazionale, prospettive professionali interessanti e stimolanti, ma richiede anche nuovi e qualificati profili.

Il Master in Public Management and Policy (PMP) fornisce le competenze necessarie ai futuri professionisti del settore pubblico e del privato non profit, sia in ambito nazionale che internazionale. La capacità di assumere posizioni di responsabilità nonché di promuovere il cambiamento in questi settori presupponete competenze in diversi ambiti, che il PMP-USI offre grazie ad una formazione:

- interdisciplinare: integrando le competenze delle Facoltà di scienze della comunicazione e scienze economiche, il programma offre un’esperienza formativa unica e a “tutto tondo” in campi quali le scienze politiche e quelle della comunicazione, il management e l’economia pubblica, il diritto e la sociologia;

- interuniversitaria: il Master s’insinera nella rete internazionale svizzera “Swiss Public Administration Network” (www.swipan.ch) - sostenuta dalla Confederazione svizzera. Oltre a favorire la mobilità degli studenti, le università partner (USI, Berna, Losanna) offrono un ricco ventaglio di specializzazioni, di cui due a Lugano. Dopo la formazione di base, gli studenti hanno l’opportunità di proseguire con la specializzazione in una delle altre università partner;

- interculturale: l’organizzazione e le modalità didattiche del Master riflettono alcune delle specificità svizzere, come il multiculturalismo, il plurilinguismo e il federalismo. Un approccio attento alle differenze culturali, le scelte linguistiche del programma e le diverse provenienze dei suoi partecipanti consentono l’acquisizione di competenze interculturali e l’arricchimento del bagaglio linguistico dello studente – elementi necessari per i futuri professionisti del settore pubblico.

Il settore pubblico si trova al centro del funzionamento dei sistemi economico-sociali

Il settore pubblico si trova al centro del funzionamento dei sistemi economico-sociali.

POSSIBILITÀ DI CARRIERA

Il PMP permette di accedere nel settore pubblico e privato non-profit. Le specializzazioni offerte dal PMP-USI – in Comunicazione pubblica ed Economia pubblica – preparano a professioni che in questi settori sono centrali. L’intenzione del Master PMP è quello di creare una “corsia preferenziale” per l’accesso agli impieghi manageriali in ambito pubblico: per questa ragione, esso beneficia del sostegno delle autorità federali e intercantonali.

ORGANIZZAZIONE

Il master PMP è una formazione a tempo pieno che si svolge su due anni: 3 semestri di corsi ed uno da dedicare alla stesura della tesi. I momenti formativi si distinguono in 3 blocchi, per un totale di 120 ECTS: base (60 ECTS), specializzazione (30 ECTS) e tesi (30 ECTS). Il primo anno prevede la formazione di base, i cui corsi – tenuti prevalentemente in italiano – coprono le seguenti aree: scienze politiche, management pubblico, diritto, economia pubblica, metodologia di ricerca. Il secondo anno permette invece allo studente di personalizzare il percorso in base ai propri interessi, al proprio curriculum accademico e ai propri obiettivi professionali, scegliendo fra una delle specializzazioni offerte nel terzo semestre, e in seguito dedicandosi al lavoro di tesi nel quarto.

SPECIALIZZAZIONE IN MANAGEMENT ED ECONOMIA PUBBLICA

La specializzazione in Management ed economia pubblica offre agli studenti una focalizzazione sulle competenze e abilità necessarie per gestire con successo le amministrazioni pubbliche. Attraverso una specializzazione prevalentemente settoriale, essa si propone di approfondire il funzionamento di specifiche aree del settore pubblico e di fornire le chiavi di lettura per comprenderle e interpretarle, qualificando ulteriormente le competenze gestionali di base. I corsi sono tenuti in inglese.

SPECIALIZZAZIONE IN COMUNICAZIONE PUBBLICA

La specializzazione in Comunicazione pubblica offre competenze e strumenti per gestire in modo efficace la comunicazione delle istituzioni e organizzazioni del settore pubblico e privato non-profit, per le quali essa riveste un ruolo sempre più importante e strategico - sia per il funzionamento e la gestione interna, che per la loro interazione con il contesto in cui operano. I corsi sono tenuti prevalentemente in inglese, alcuni in francese.
PIANO DEI CORSI

FORMAZIONE DI BASE (60 ECTS)
ANNO 1 In italiano e inglese

SCIENZE POLITICHE
- Dottrine politiche 3
- Politiche e istituzioni pubbliche 3
- Comparative Public Administration 3

MANAGEMENT PUBBLICO
- Communication and Management of Public Sector Institutions 6
- Economia del settore pubblico e organizzazioni non-profit 3
- Management e innovazione nella pubblica amministrazione e nel non-profit 6
- Organizzazione e gestione del personale 3

DIRITTO
- Diritto costituzionale 3
- International Law 3
- Diritto amministrativo 3
- Tecniche legislative 3

ECONOMIA PUBBLICA
- Economia politica e istituzioni 3
- Economia pubblica 3
- Macroeconomia monetaria 3
- Public Policy Analysis 3

METODOLOGIA DI RICERCA
- Data Analysis 3
- Metodologie qualitative: costruzione e analisi dei dati 3

SPECIALIZZAZIONE IN MANAGEMENT ED ECONOMIA PUBBLICA (30 ECTS)
TERZO SEMESTRE In inglese

CORSI OBBLIGATORI
- Programming and Control in the Public Sector 3
- Project Management 3
- Public Accounting 3
- Social Marketing 6
- Strategic Management in Public and Non Profit Sector 3

CORSI A SCELTA (12 ECTS) Corsi consigliati:
- Organisation and Social Networks 3
- Environmental and Natural Resources Policy 3
- Industrial Organization 6
- Health Policy 3
- Managerial Economics I 6
- Entrepreneurship: Theory and Practice 3
- Corporate Social Responsibility 3

Inoltre: corsi offerti dalla specializzazione in Comunicazione pubblica

SPECIALIZZAZIONE IN COMUNICAZIONE PUBBLICA (30 ECTS)
TERZO SEMESTRE In inglese o francese

CORSI OBBLIGATORI
- Argumentation in Public Communication I 3
- Fundamentals in Public Communication * 3
- Political Communication 3
- Instruments pour la communication publique 3
- Social Marketing 6
- e-Government 3

CORSI A SCELTA (12 ECTS) Corsi consigliati:
- Argumentation in Public Communication II 3
- Statut de l’information publique 3

Inoltre: corsi offerti dalla specializzazione in Management ed economia pubblica

* Studenti che hanno seguito il corso del primo anno “Communication and Management of Public Sector Institutions” non possono seguire questo corso. Alternative saranno da scegliere fra i corsi opzionali della stessa specializzazione o fra quelli della specializzazione in Management ed economia pubblica.
Questo Master è molto specifico, orientato verso la gestione del settore pubblico. All’interno del programma di studio, prediligo i corsi legati alla sfera della comunicazione giacché sono sempre stata più portata per le materie umanistiche. Devo però ammettere che anche i corsi di microeconomia e statistica, che all’inizio mi spaventavano parecchio, si sono rivelati una sfida stimolante in quanto mi hanno fornito nuovi concetti e un nuovo modo di ragionare.

Laura Fieni, studentessa
MASTER OF ARTS IN LINGUA, LETTERATURA E CIVILTÀ ITALIANA
**LINGUA, LETTERATURA E CIVILTÀ ITALIANA**
Laurea Magistrale

**OBIETTIVI E CONTENUTI**
Ha scritto Yves Bonnefoy che l’arte italiana è l’«arrière-pays», il retroterra di qualsiasi esperienza e memoria del bello; e Osip Mandelstam osservò che per leggere Dante occorre avere uno sguardo volto al futuro. Questo è l’ambito della civiltà italiana: la memoria di una perfezione condivisa, l’esercizio di un pensiero capace di abbracciare gli «universali» della condizione umana. Questa universalità non è somma di digressioni all’infinito: è, al contrario, come scrisse Jorge Luis Borges della Divina Commedia, capacità di racchiudere tutta una vita in un verso. Comprendere il vissuto della storia, gli universali del pensiero, stringerli in sintesi, offrirli come una ‘prospettiva’: arte, filosofia, poesia, spiritualità chiamate a dar forma all’essenziale.

**Conoscere e gustare l’intreccio delle arti e della letteratura generato dalla civiltà italiana**

Il Master individua diversi sbocchi, oltre alla possibilità di proseguire con un dottorato di ricerca: l’insegnamento dell’italiano, della sua lingua e civiltà, nelle scuole della Svizzera, e non solo; la formazione bibliografica e archivistica per le Biblioteche e gli Archivi; la conoscenza dei modi e delle forme della conservazione dei manufatti artistici e del patrimonio per la gestione dei Musei e del lascito della «memoria collettiva». Dopo il primo anno di Master, il terzo e quarto semestre prevedono anche insegnamenti specifici per conseguire competenze orientate agli ambiti professionali individuati. Una tesi di ricerca nell’area prescelta completerà il biennio formativo.

**Approfondire il legame fra la civiltà italiana e quella europea**
Nel processo di formazione di una coscienza della comune civiltà europea, che attende l’esercizio di responsabilità dei giovani del XXI secolo, questo Master si presenta come il maturo convergere a sintesi di larghissime esperienze di insegnamento e il coerente articolarsi di paradigmi di lettura critica per disporre, dal presente, di “cornici d’avvenire”.

**Guardare alla storia con la capacità critica necessarie a progettare un futuro condiviso**

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**PIANO DEI CORSI**

**PRIMO SEMESTRE**
Crediti obbligatori (21 ECTS)
**Lingua**
- Storia della lingua italiana 3

**Letteratura**
- Letteratura Medievale e Umanistica 6
- Letteratura del Rinascimento 3
- Letteratura dell’età dei Lumi 3
- Letteratura dell’età romantica 3
- Letterature comparate 3

Crediti a scelta
**Arti / Storia / Civiltà**
- Storia dell’arte medievale 3
- Storia dell’arte moderna 3
- Il testo in scena 3
- Storia dell’arte e museologia 3

**SECONDO SEMESTRE**
Crediti obbligatori (24 ECTS)
**Lingua**
- Grammatica e atti di linguaggio 3
- Retorica e stilistica 3
- Argomentazione 3

**Letteratura**
- Letteratura dell’età barocca 3
- Letteratura del secondo Ottocento e Novecento 6
- Letterature comparate 3
- Ermeneutica e storia della critica 3

Crediti a scelta
**Arti / Storia / Civiltà**
- Storia delle forme 3
- Dottrine politiche 3
- Analisi del prodotto cinematografico 3
- Letteratura filosofica latina 3

**TERZO SEMESTRE**
Crediti obbligatori (18 ECTS)
**Lingua**
- Costruzione di testi 3

**Letteratura**
- Letteratura e libri di testo 3
- Letterature regionali e tradizioni europee 3
- Storia dei generi letterari 3
- Storia del libro 3
- Storia del libro e bibliografia 3
- Principi di biblioteconomia digitale 3

Crediti a scelta
**Biennalizzazione esame del prof. relatore** 3-6
- Stage opzionale (III o IV semestre) 6
- Storia della fotografia 3
- Archivi digitali 3
- Storia delle rappresentazioni dello spazio 3

**QUARTO SEMESTRE**
Tesi 30

Totale ECTS 120

Il piano di studi può essere soggetto a cambiamenti.
Il Master in Lingua, letteratura e civiltà italiana è impegnativo ma anche molto soddisfacente. All’inizio mi sono persa in un mare di nuove cose da imparare. Ma pian piano ho imparato a fare ricerche, a gustare la lettura, a scoprire le pagine più belle della letteratura italiana, ad immergermi nel mondo artistico e nell’armonia tra oriente e occidente.”

Le Thuy Hien, alunna
MASTERS OF SCIENCE IN INFORMATICS
INFORMATICS

The Faculty of Informatics at Università della Svizzera italiana stands out as a centre of competence in advanced informatics. In a matter of very few years, it has become one of Switzerland’s major poles for teaching and research, ranking third after the two Federal Institutes of Technology, Zurich and Lausanne. The Faculty aims to train informatics experts that are interdisciplinary in approach, with abstract thinking and generalization skills, a sound knowledge of Information technologies and their pervasive application domains, as well as project-management and teamwork abilities. The Faculty also offers the unique opportunity to obtain a double Master’s degree in collaboration with Politecnico di Milano.

GOALS AND CONTENTS

The Master of Science in Informatics prepares students for current and emerging technologies in computer science by deepening their theoretical knowledge and sharpening their practical skills. The programme is designed for both Bachelor students who wish to complete their education and professionals seeking to refresh their knowledge and sharpen their skills. The Master combines the study of fundamental aspects of computer science with a practical hands-on approach, preparing professionals for successfully pursuing a career in research and development across any application domain.

The Master of Science in Informatics is characterized by a broad offering of topics and subjects that can be freely combined in a learning path tailored to the needs and interests of each student. At USI, students learn how to envision, design, build and optimize complex software-intensive systems. They master the ability to develop automated solutions, introduce them in different business and application domains, and predict and assess their positive impact in the real-world. Students experience the need for a rigorous approach to guarantee the quality of their work while following the most appropriate software engineering methodologies, techniques and state-of-the-art tools. Students can benefit from the research excellence of our Faculty of Informatics by getting involved in ongoing research activities as part of their master thesis project, which can be carried out across the entire second year of the Master.

TEACHING

Top-level and internationally renowned professors teach innovative courses with a strong multi-disciplinary orientation and in collaboration with prestigious institutions at local and international level. Teaching at the Faculty of Informatics emphasizes close contact between students and staff. Professors are pursuing research on a variety of topics and are active participants in Swiss and international research projects and networks. Visiting professors from renowned universities complement the top-quality teaching.

CAREER PROSPECTS

Informatics is both the infrastructure and the engine of today’s society. It plays a key role in industry (pharma, manufacturing of machinery, chemistry, etc.) as well as the service sector (banking, insurance, trade, transport, administration, etc.) in Switzerland. The national training and research institutions have acquired a considerable reputation worldwide, in particular in the field of Information Technology. Many IT companies, some of them world leaders, have or are planning to have research and development centres in Switzerland. Considering this, graduates in Informatics have excellent opportunities on the job market.

The demand for well-educated specialists in Informatics is very high and is expected to grow even more. Graduates of the Master of Science in Informatics are prepared to become, for example, a business-savvy software designer for the highly competitive software industry of the 21st century, a system engineer with the skills to design, build, integrate, validate and maintain reliable, secure, and large distributed systems, or be trained to solve complex problems in interdisciplinary areas like graphics and special effects, intelligent search engines, computer vision and face recognition, and robotics.

Detailed course descriptions are available on:

www.master.inf.usi.ch
STUDY PROGRAMME

The study programme consists of four semesters full-time study (120 ECTS). Up to 90 ECTS of credit can be obtained by following courses offered in the Fall and Spring semesters. As soon as students have obtained 60 ECTS, they can begin their master thesis (30 ECTS). To broaden the student's perspective, up to 12 ECTS can be obtained with elective courses chosen from any other Master programme offered by the Faculty of Informatics, while up to 6 ECTS can be obtained by following any Master course offered by other faculties at USI.

Fall semester’s courses

- Advanced Compilers 6
- Advanced Programming & Design 6
- Algorithms & Complexity 6
- Distributed Algorithms 6
- Distributed Systems 6
- Human-Computer Interaction Design 6
- Intelligent Systems 6
- Numerical Algorithms 6
- Software Engineering 6
- Software Quality 6
- Software Quality Lab 3

Master Thesis 15

Total ECTS 30

Spring semester’s courses

- Advanced Computer Architectures 6
- Business Process Modeling, Management and Mining 3
- Computer Aided Verification 6
- Computer Vision & Pattern Recognition 6
- Data Analytics 6
- Geometric Algorithms 6
- Geometry Processing 6
- Information & Physics 3
- Information Security 6
- Massively Parallel Programming 6
- Physical Computing 6
- Quantum Computing 6
- Robotics 6
- Software Architecture & Design 6

Master Thesis 15

Total ECTS 30

Fall semester’s courses

- Advanced Compilers 6
- Advanced Programming & Design 6
- Algorithms & Complexity 6
- Distributed Algorithms 6
- Distributed Systems 6
- Human-Computer Interaction Design 6
- Intelligent Systems 6
- Numerical Algorithms 6
- Software Engineering 6
- Software Quality 6
- Software Quality Lab 3

Master Thesis 15

Total ECTS 30

Spring semester’s courses

- Advanced Computer Architectures 6
- Business Process Modeling, Management and Mining 3
- Computer Aided Verification 6
- Computer Vision & Pattern Recognition 6
- Data Analytics 6
- Geometric Algorithms 6
- Geometry Processing 6
- Information & Physics 3
- Information Security 6
- Massively Parallel Programming 6
- Physical Computing 6
- Quantum Computing 6
- Robotics 6
- Software Architecture & Design 6

Master Thesis 15

Total ECTS 30

GENERAL INFORMATION

AWARDED DEGREE

Master of Science in Informatics

LANGUAGE

This programme is entirely held in English.

STUDENT PROFILE AND ADMISSION REQUIREMENTS

Bachelor’s degree granted by a recognised university in the field of Computer Sciences or related disciplines.

Further information for applicants graduating from a University of Applied Sciences is available online: www.master.inf.usi.ch/admission.

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR). Please refer to page 8 for the equivalency table.

STUDY GRANTS

USI opens a contest for 5 study grants for the Masters in Informatics. Each grant corresponds to the annual tuition fee and is renewable for one year, meaning that it may cover the full tuition of the programme. The contest is open to students who will start their first year of Master studies in September 2016, at the Faculty of Informatics. To participate, candidates must have a Bachelor’s degree with a minimum required grade point average of 85/100. More details are available on the website (www.minf.usi.ch/fees).

CONTACTS

USI Università della Svizzera italiana
Study Advisory Service
Tel. +41 58 666 4795
studyadvisor@usi.ch

Detailed course descriptions are available on:

www.master.inf.usi.ch
The Master in Computational Science (MCS) at USI offers the unique opportunity to acquire a focused and in-depth set of knowledge and skills in computer science, mathematics, and scientific computations. It is a unique programme in Switzerland aiming at building deep competences in both computer science, mathematics and computational science with a strong background in science applications.

GOALS AND CONTENTS
The Master in Computational Science (MCS) at USI offers thrilling new perspectives for understanding complex processes in almost all areas of our life – ranging from natural sciences over economy, finance, and social science to life sciences and medicine. Through numerical simulation and mathematical modeling, computational science made possible what was unthinkable only a few years ago: problems that were impossible to test in an experimental setting were made accessible by developing models that can be solved by increasingly powerful supercomputers. The master programme has a unique combination of courses from mathematics and computer science, and additional courses from various applications domains aiming at building deep application-oriented competences in computational science. It has a strong background both in computer science and mathematics and in the development of scientific simulation software. The successful student will acquire strong competences in abstract thinking within a methodology and application oriented education, which will provide the ability to deal with complex models in various applications areas.

The students’ individual choice of elective courses enables them to tailor the focus of their interdisciplinary personal programme – either method-oriented, or computer science-specific. As a result, the programme not only prepares students for current and evolving technologies in computer sciences but will also strongly deepen their knowledge in mathematical and algorithmic methodologies. Along with the mentor, each student will individually set up a study plan for selecting the appropriate elective courses. The mentor will advise and accompany the student through her/his study.

CAREER PROSPECTS
The multidisciplinary programme offers a streamlined blend of cutting-edge scientific research and practical application, thus providing an excellent foundation for a corporate, industrial, or academic career. Our students receive a firm grounding in programming, mathematical modeling and numerical simulation. The Master in Computational Science opens the doors to industry in software engineering, environmental engineering, financial services, chemical and pharmaceutical R&D. It is also a strong asset for a PhD in computational science.

STUDY PROGRAMME
The Master of Science in Computational Science consists of four semester’s full-time study (120 ECTS). It offers courses in numerical mathematics and computer science, together with a wide range of more application-oriented courses. It finishes with a substantial half-year project master’s thesis, worth 30 ECTS which can be done in an industrial environment or in a research group. A few selected courses will be taught in block courses by professors from other top-level universities or research centres (e.g., Stanford, ETH Zurich, University of Erlangen, University of Texas at Austin, CSCS, or ORNL).

FIRST SEMESTER

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deterministic Methods</td>
<td>6</td>
</tr>
<tr>
<td>High Performance Computing</td>
<td>6</td>
</tr>
<tr>
<td>Introduction to Partial Differential Equations</td>
<td>6</td>
</tr>
<tr>
<td>PDE Software Lab</td>
<td>3</td>
</tr>
<tr>
<td>Numerical Methods for ODEs</td>
<td>3</td>
</tr>
<tr>
<td>Numerical Algorithms</td>
<td>3</td>
</tr>
<tr>
<td>Software Engineering for Computational Science</td>
<td>3</td>
</tr>
</tbody>
</table>

SECOND SEMESTER

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Computer Architectures</td>
<td>6</td>
</tr>
<tr>
<td>Linear and Nonlinear Multiscale Solution Techniques</td>
<td>6</td>
</tr>
<tr>
<td>Large-Scale Optimization</td>
<td>3</td>
</tr>
<tr>
<td>Node-Level Performance Engineering</td>
<td>3</td>
</tr>
<tr>
<td>Software Atelier: Supercomputing and Simulations</td>
<td>6</td>
</tr>
<tr>
<td>Stochastic Methods</td>
<td>6</td>
</tr>
</tbody>
</table>
Master of Science in **Computational Science**

**THIRD SEMESTER**
- Advanced Discretization Methods 6
- Computational Biology and Drug Design 6
- Econometrics 3
- Molecular Dynamics and Monte Carlo Methods 3
- Project Computational Medicine 3
- Quantitative Methods for Finance** 3
- Scientific Visualization 3
- Preparation Master’s Thesis 6

**FOURTH SEMESTER**
- Advanced Derivatives Pricing* 3
- Large-Scale Optimization* 3
- Mechanics and thermodynamics** 6
- Node-Level Performance Engineering* 3
- Master Thesis 24

Total ECTS 120

* If not already chosen in the second semester  
** Elective

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**GENERAL INFORMATION**

**AWARDED DEGREE**
Master of Science in Computational Science

**LANGUAGE**
This programme is entirely held in English.

**STUDENT PROFILE AND ADMISSION REQUIREMENTS**
Bachelor’s degree granted by a recognized university in the field of Computer Science, Mathematics, Physics, Electrical Engineering, Economics, Biology, Chemistry or related disciplines.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mcs.usi.ch/admission.

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR). Please refer to page 8 for the equivalency table.

**STUDY GRANTS**
USI opens a contest for 5 study grants for the Masters in Informatics and Computational Science. Each bursary corresponds to the annual tuition fee and is renewable for one year, meaning that it may cover the full tuition of the programme. The contest is open to students who will start their first year of Master studies in September 2015, at the Faculty of Informatics. To participate, candidates must have a Bachelor’s degree with a minimum required grade point average of 85/100. More details are available on the website.

**CONTACTS**
USI Università della Svizzera italiana  
Study Advisory Service  
Tel. +41 58 666 4795  
studyadvisor@usi.ch

Detailed course descriptions are available on:

[www.mcs.usi.ch](http://www.mcs.usi.ch)

Please be aware that slight changes in the study programme may occur.
CYBER-PHYSICAL AND EMBEDDED SYSTEMS

The Advanced Learning and Research Institute (ALaRI), Faculty of Informatics, was established in 1999 at the University of Lugano (Università della Svizzera italiana) with the mission of promoting research and education in embedded systems. The Faculty of Informatics within very few years has become one of the Switzerland major destinations for teaching and research, ranking third after the two Federal Institutes of Technology, Zurich and Lausanne.

ALaRI offers the unique opportunity to obtain a Master degree in Cyber-Physical and Embedded Systems in cooperation with Politecnico di Milano and Federal Institute of Technology in Zurich. This newly designed master program is among the first in the world addressing the fast growing area of cyber-physical and embedded systems, i.e., systems and “hidden” computational devices directly interacting with the physical world. Just looking around we discover that cyber-physical and embedded systems are present at home, at work, in the environment itself, by providing the backbone technologies to design smart homes, buildings and cities, enable the internet of things, support smart energy production, management and metering, facilitate smart transportation and healthcare – and this is only a preliminary and very concise list! As an immediate consequence, the related industrial field is continuously growing with annual revenue in the order of trillion euros. If you are a student willing to actively contribute to the way embedded technology will shape our future, the Master of Science in Cyber-Physical and Embedded Systems is for you.

GOALS AND CONTENTS

The Master of Science in Cyber-Physical and Embedded Systems offers exclusive challenging opportunities to application designers and system developers, by integrating different areas such as microelectronics, physical modeling, computer science, machine learning, telecommunication and control, and focusing on the most advanced applications.

Meeting the real need for an interdisciplinary approach, the teaching plan equips talented students with a unique body of knowledge in the area of cyber-physical and embedded systems. The educational model focuses on a system-level methodological perspective as well as on the development of interpersonal skills proven to be indispensable in today’s industry, such as team work, marketing and management strategies. ALaRI research activities focus on topics of great scientific interest and industrial applicability, based on real-life design methodologies taking into account system properties such as performance, dependability, intelligence, security and energy efficiency.

The program, designed for students holding a Bachelor degree in Computer Science, Computer Engineering and, more in general, in the domain of Information and Communication Technologies is built around three major methodological pillars: the interaction with the physical world, the embedded (networked) system, and the embedded applications. Courses, integrated to provide a holistic picture of the diversified facets, are given by world renowned, award-winning professors and industrial leaders.

Both modular intensive and regular, semester-long courses are offered so that technological awareness, competences and problem solving abilities are built and developed together, within the same framework. These are the profiles and qualifications that industry and research are looking for. Classroom education is naturally complemented by hands-on laboratory experience so that methodological aspects are reflected in real-world environment. This approach has proven to be effective and successful, as endorsed by dozens of ALaRI Alumni, as it naturally facilitates the assimilation of deep technical concepts and core competences immediately usable in industry and academia.

TEACHING

Professors from the Faculty of Informatics and other high-ranking European universities as well as top research centers, with extensive international experience and outstanding research profiles, assure top-quality teaching within this innovative and unique program.

The two-year master program is built around a challenging multi-disciplinary project that acts as a leitmotiv and guides students towards a friendly acquisition of both technical and soft skills, as nowadays expected for high profile positions within the industry. Each year, a main class project “guiding theme” will be assigned, e.g., centered on smart buildings, smart environments, smart medicine, smart factory. Such projects will permit students to bring life to taught methodologies and tools as well as learn from challenges that cross-disciplinary, teamwork-based, real-world problems pose. Experts from industry will contribute with their know-how as tutors or advisors in given projects and offer internships by creating a university-industry cross-fertilization platform. The close coupling between basic and applied research, theory, design and implementation, and interdisciplinary work with hands-on laboratory experience completes the curriculum.

CAREER PROSPECTS

Master of Science graduates in cyber-physical and embedded systems have excellent opportunities to find exciting jobs in industry, government or academia. Since the demand for technology specialists with system-level skills in embedded and cyber-physical systems is high, our students find an appealing and rewarding job before they graduate. Many high-tech companies, some of them world leaders, offer superb job opportunities in Switzerland, Europe and worldwide. We observe that ALaRI students careers quickly accelerate, and most of them end up in leading positions in management and engineering.

ALaRI graduates founded successful startups or joined dynamic medium-size and global companies like ABB, Google, IBM, Philips, Samsung, Siemens and Unilever. Our graduates are present across the world, in Europe, North and South America, Asia and Africa. All-in-all, it is an exciting, brave new world of cyber-physical and embedded systems where the diversity and the number of available opportunities is simply immense. Design your future and visit us at www.alari.ch
## Study Program

The study program of the Master of Science in Cyber-Physical and Embedded Systems consists of four full-time study semesters (120 ECTS over two years). The thesis starts during the third semester and completes by the end of the fourth. Each individual student is assisted in tailoring the teaching plan to his/her previous competences and specific interests. To broaden the student's perspective, up to 18 ECTS can be obtained with elective courses chosen from the program.

### First Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>Introduction to Cyber-Physical Systems</td>
<td>3</td>
</tr>
<tr>
<td>Physical Modelling</td>
<td>6</td>
</tr>
<tr>
<td>Microelectronics</td>
<td>6</td>
</tr>
<tr>
<td>Digital Signal Processing</td>
<td>3</td>
</tr>
<tr>
<td>Project Management and Leadership</td>
<td>3</td>
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<tr>
<td>Elective Courses</td>
<td>9</td>
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### Second Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nanosystems: Devices and Design</td>
<td>6</td>
</tr>
<tr>
<td>Real-time Systems</td>
<td>6</td>
</tr>
<tr>
<td>Intelligence for Cyber-Physical Systems</td>
<td>6</td>
</tr>
<tr>
<td>Cyber-Communication</td>
<td>6</td>
</tr>
<tr>
<td>Digital Automation</td>
<td>6</td>
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</tbody>
</table>

### Third Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specification Languages</td>
<td>6</td>
</tr>
<tr>
<td>Reprogrammable Systems</td>
<td>3</td>
</tr>
<tr>
<td>Optimizing Embedded Applications</td>
<td>3</td>
</tr>
<tr>
<td>Multicore Embedded Applications Design</td>
<td>3</td>
</tr>
<tr>
<td>Master Thesis</td>
<td>6</td>
</tr>
<tr>
<td>Elective Courses</td>
<td>9</td>
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</table>

### Fourth Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Computing</td>
<td>6</td>
</tr>
<tr>
<td>Master Thesis</td>
<td>24</td>
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</tbody>
</table>

Total ECTS 120

### Elective Courses (CPS & ES program)

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>Embedded Systems Architectures</td>
<td>3</td>
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<tr>
<td>Software Engineering</td>
<td>6</td>
</tr>
<tr>
<td>Heterogeneous Multicore Architectures</td>
<td>3</td>
</tr>
<tr>
<td>Cyber-Security</td>
<td>3</td>
</tr>
<tr>
<td>Validation and Verification</td>
<td>3</td>
</tr>
<tr>
<td>Trends and Threats in Cyber-Security</td>
<td>3</td>
</tr>
<tr>
<td>Intelligent Systems</td>
<td>6</td>
</tr>
<tr>
<td>Mobile Computing</td>
<td>6</td>
</tr>
</tbody>
</table>

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## General Information

### Awarded Degree

Master of Science in Cyber-Physical and Embedded Systems

### Language

This program is entirely in English.

### Student Profile and Admission Requirements

Bachelor’s degree granted by a recognized university in the general domain of Information and Communication Technologies, e.g., Computer Science, Computer Engineering, Electrical Engineering and Telecommunication. Please refer to the website www.alari.ch for a complete list of recognized degrees.

Further information for applicants graduating from a University of Applied Sciences is available online: www.mcpes.usi.ch/admission.

Applicants who are not native English speaker or whose first degree was not taught in English, must supply an internationally recognised certificate to demonstrate a C1 level on the Common European Framework of Reference for language learning (CEFR). Please refer to page 8 for the equivalency table.

### Contacts

USI Università della Svizzera italiana  
Study Advisory Service  
Tel. +41 58 666 4795  
studyadvisor@usi.ch

Detailed course descriptions are available on:  
www.mcpes.usi.ch
MASTER OF SCIENCE IN INFORMATICS AND ECONOMICS
MANAGEMENT & INFORMATICS

GOALS AND CONTENTS
The Master of Science in Management & Informatics provides graduates from a wide variety of backgrounds (informatics, economics, mathematics, business, engineering, etc.) with the necessary tools and skills for understanding both complex information technology (IT) problems and the needs and requirements of a modern organization. Many companies today have an acute shortage of professionals who can interface these two sides. This leads to extra costs, the development of less efficient systems, and general misunderstandings between the technical and organizational parts of a company. The purpose of the degree is to offer a solution to this problem by educating professionals who can take responsibility for the interface between these two sides of an organization. This Master offers a balanced combination of courses that cover the necessary background in management, fundamental aspects of current and evolving IT, as well as specialised topics at the interface between management and informatics, such as enterprise resource planning. Since the program is taught entirely in English, graduates are well prepared to work in international companies. Moreover, the interdisciplinary approach of this Master provides a general skill to work across traditional areas.

CAREER PROSPECTS
On the one hand, graduates from this Master will have sufficient knowledge in informatics to be able to interact with the IT department of an organization. A profound understanding of the technical issues involved gives graduates the ability to both evaluate technical proposals and articulate possible solutions to the organization or the customer. On the other hand, graduates will also understand the tactical and strategic use of IT to enhance the efficiency of an organization, or how to explain user requirements in terms that can be understood by the IT department or the client. Graduates of the programme will find work in medium to large companies, as well as the public sector, both in Switzerland and abroad. Most companies struggle with integrating IT in their organization, so people who can be the interface between the technical and organizational parts of a company are in great demand. Potential job profiles range from project management to consulting. This Master combines lectures to cover the theoretical aspects with hands-on labs for conveying the relevant practical elements.

STUDY PROGRAMME

FIRST SEMESTER
Core Courses (12 ECTS)
- Enterprise Resource Planning 6
- Enterprise Resource Planning Lab 3
- Project Management 3
Informatics track (18 ECTS)
- Accounting 6
- Corporate Strategy 6
- Strategic Marketing 6
Management track (18 ECTS)
- Fundamentals of Informatics 6
- Introduction to Programming 6
- Probability & Statistics 6

SECOND SEMESTER
Core Courses (9 ECTS)
- Business Intelligence and Applications 6
- Business Process Modeling, Management and Mining 6
- Project management 3
Management track (6 ECTS)
- Data Management 6
Informatics track (6 ECTS)
- Decision Making 3
- Entrepreneurship: theory and practice 3
Elective Courses (12 ECTS)
- Consumer Behavior (ECO) 6
- Human Resources Management (ECO) 3
- Innovation (ECO) 3
- International Business (ECO) 3
- Mergers and Acquisitions (ECO) 3
- Service Marketing (ECO) 3
- Writing Business Plans (ECO) 3
- Data Analytics (INF) 6
- Information Security (INF) 6
- Physical Computing (INF) 6
- Robotics (INF) 6
- Software Architecture and Design (INF) 6

THIRD SEMESTER
Core Courses (6 ECTS)
- Six Sigma 6
Capstone Work (12 ECTS)
- Field Project 12
Elective Courses (12 ECTS)
- Business Dynamics (ECO) 3
- Digital Marketing (ECO) 3
- Global Market Strategies (ECO) 3
Elective Courses (12 ECTS) repeated or changed from the second semester:
- Organizational Design & Change (ECO) 3
- Organizations and Social Networks (ECO) 3
- Distributed Systems (INF) 6
- Human-Computer Interaction Design 6
- Intelligent Systems 6
- Software Engineering 6
- Software Quality 6
- Software Quality Lab 3

FOURTH SEMESTER
Capstone Work (18 ECTS)
- Master Thesis 18
Elective Courses (12 ECTS)
- Consumer Behavior (ECO)* 6
- Human Resources Management (ECO)* 3
- Innovation (ECO)* 3
- International Business (ECO)* 3
Mergers and Acquisitions (ECO)* 3
Service Marketing (ECO)* 3
Writing Business Plans (ECO) * 3
Data Analytics (INF) * 6
Information Security (INF) * 6
Robotics (INF) 6
Software Architecture and Design (INF) 6

Total ECTS 120

*If not already chosen in the second semester. Slight changes in the study programme may occur.
This full-time programme stretches over two years. It allows students to personalise their study curricula according to their interests. The first year focuses on the acquisition of foundational knowledge. Students who obtained a Bachelor’s degree in informatics or a related field (mathematics, engineering, physics, etc.) enter the programme in the Informatics track and follow a set of courses that provide them with a solid background in management disciplines. In contrast, the Management track targets students with a background in economics or management, and teaches the fundamental principles of informatics. In addition, all students attend mandatory courses that cover the interface between management and informatics. The second year offers specialised courses and electives that students can choose according to their preferences. A mandatory practical field project lets student gain practical consulting experience by working for real clients in small project teams. A substantial master’s thesis concludes the programme.

This Master offers a unique cross-discipline programme with exciting career prospects.

Prof. Mauro Pezzè, academic director
Master of Science in Architecture

Masters of Science in Economics
Finance
Banking and Finance
Economia e Politiche Internazionali
Management
Economic Policy

Masters of Science in Communication
Communication, Management and Health
Cognitive Psychology in Communication and Health
Gestione dei Media

Masters in Economics and Communication
Corporate Communication
Marketing
International Tourism
Financial Communication
Public Management and Policy (PMP)

Master of Arts in Lingua, letteratura e civiltà italiana

Masters of Science in Informatics
Informatics
Computational Science
Cyber-Physical and Embedded Systems

Master of Science in Informatics and Economics
Management & Informatics