

Master

2018/19



Master

Università della Svizzera italiana

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www.usi.ch/master

www.usi.ch

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Benvenuto

Boas Erez
Rettore
dell'Università
della Svizzera
italiana

**Care studentesse, cari studenti,
perché scegliere un Master tra quelli proposti
all'Università della Svizzera italiana (USI)?
Credo ci siano varie ragioni che potrebbero
convincervi.**

Per la maggior parte di voi, i due anni di un Master saranno gli ultimi anni di studio prima di entrare nel mondo del lavoro. Si tratta quindi di «finire in bellezza», completando la vostra formazione al meglio, acquistando competenze che vi saranno utili per sempre e approfittando di questi anni preziosi per farvi amici e costruire una rete professionale. Per tutto questo è importante che gli insegnanti siano disponibili e che le formazioni siano pensate in vista del raggiungimento di questi obiettivi. È il caso all'USI, dove il rapporto insegnanti/studenti è di circa 1/10 e dopo un anno il 93% dei nostri studenti ha trovato un impiego: 8 alunni su 10 lavorano in un settore coerente con la propria formazione e 9 su 10 se ne dichiarano soddisfatti. I Master dell'USI ricoprono un largo spettro di discipline, che spazia dalla filosofia all'intelligenza artificiale, dalla finanza al marketing, fino alla comunicazione digitale per la moda. Tutti i Master si appoggiano su una équipe di insegnanti attivi in ricerca e quindi aperti alle ultime novità nel loro campo. Inoltre, anche senza muovervi, all'USI potrete «viaggiare»: tranne per i Master per i quali non sarebbe ragionevole, la lingua d'insegnamento è l'inglese; ma sui diversi campus sentirete parlare tante altre lingue, infatti due studenti su tre provengono da uno di cento paesi diversi dalla Svizzera e anche il nostro corpo accademico è di origini molto diverse. Se poi durante il Master volete anche avere un'esperienza all'estero, iscrivetevi ad uno dei master organizzati in cooperazione con una delle nostre università partner in Italia, Germania o Francia. Spero che questo libretto vi dia la voglia di venire e/o di restare da noi. In ogni caso, se ne sentiste il bisogno, non esitate a fare domande e ad entrare in contatto con i professori responsabili dei singoli Master.

Welcome

Boas Erez
Rector
of the Università
della Svizzera
italiana

**Dear students,
What are the reasons for choosing a Master degree programme at Università della Svizzera italiana (USI)? I believe there are a few that you may find convincing. For most of you, the two years you will spend on a Master programme are likely to be the last before you join the workplace. So, why not give a perfect finish to your university years with a good training and by acquiring skills that will be useful for the years to come, and take this unique opportunity to make friends and establish a first professional network. For all of this, it is important that teachers make themselves available to you and that the study curricula be designed to reach these objectives. This is exactly what our programmes offer, our teacher/student ratio is about 1/10 and one year after graduation, around 93% of our students find employment: 8 out of 10 graduates currently work in a professional sector that is consistent with their training, and 9 out of 10 claim to be satisfied with their occupation. Our Master degrees cover a wide range of disciplines, including Philosophy, Artificial Intelligence, Finance, Marketing, and Digital Fashion Communication. Moreover, our faculty provide quality lecturing with insights from their own research, thus bringing to the classroom the latest findings in their respective fields of study. At USI, you will be able to 'travel', even without moving: indeed, apart from those Masters for which it would not be reasonable otherwise, the main language of tuition is English. Furthermore, on our campuses, you will also hear a rich variety of other languages, as two out of three students come from one of over a hundred different countries around the world, a distinguishing element of our faculty as well. And if during your studies you would like to spend some time abroad, you can always enroll in a programme jointly organized with one of our partner institutions in Italy, Germany or France. I hope that this booklet will give you reasons to join and/or to stay with us. In any case, we encourage you to be curious and to ask us questions, and to contact our faculty and Master programme directors.**

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 cinque Facoltà: Architettura, Scienze economiche, Scienze della comunicazione, Scienze informatiche e Scienze biomediche. 2822 studenti provenienti da più di 100 paesi, 321 professori e docenti, 494 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 apre gli orizzonti dell'USI ben al di là dei confini nazionali: oltre al Bachelor in Scienze informatiche, l'insegnamento in 18 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

Università della Svizzera italiana

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 five faculties: Architecture, Economics, Communication Sciences, Informatics and Biomedical Sciences. 2'822 students from over 100 countries, 321 professors and lecturers and 494 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 18 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.

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 Project 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 lungolago costituiscono ottimi diversivi durante le pause dallo studio.

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.

Masters
(Lauree magistrali)

Architecture

Lingua, letteratura e civiltà italiana

Philosophy

Finance

Financial Communication

International Tourism

Economia e politiche internazionali

Economic Policy

Public Management and Policy

Management

Marketing and Transformative Economy

Corporate Communication

Digital Fashion Communication

Communication, Management and Health

Cognitive Psychology in Health

Communication

Media Management

Informatics

Software and Data Engineering

Artificial Intelligence

Management and Informatics

Financial Technology and Computing

Computational Science

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 quadriennale 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 B2 secondo il Quadro comune europeo di riferimento per le lingue. Il livello B2 secondo il Common European Framework of Reference for Languages (CEFR) corrisponde a:

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

USI Masters

The Masters presented in this booklet are full-time Master of Science or Master of Arts programmes 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 provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). The B2 level on the CEFR corresponds to the following scores in internationally recognised exams:

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

Gli studenti ammessi con il B2 (eccezione fatta per il Master in Cognitive Psychology in Health Communication) dovranno raggiungere una competenza linguistica C1* entro i termini massimi previsti per il conseguimento del titolo del Master. Tale competenza potrà essere comprovata tramite il superamento di un esame al termine di un corso di lingua offerto all'USI nel Semestre autunnale e primaverile o a fronte del conseguimento di un certificato ufficiale di lingua.

*Tabella di riferimento livello C1:

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

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 al 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.

Formulario di iscrizione online:
iscrizione.lu.usi.ch

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

Students admitted under the above mentioned condition (with the exception for the Master in Cognitive Psychology in Health Communication) must achieve a C1* competence in English within the maximum time required to obtain the Master's degree. The level can be certified either by attending a language course offered at USI during the Fall and Spring semester, and by taking the final exam, or by providing an internationally acknowledged language certificate.

*C1 level:

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.

Online application form:
application.lu.usi.ch

Tasse

La tassa semestrale è di CHF 4'000.–. Per studenti con domicilio legale in Svizzera o nel Liechtenstein al momento del conseguimento della maturità la tassa semestrale è di CHF 2'000.–; la tassa semestrale di CHF 2'000.– è applicata anche agli studenti domiciliati a Campione d'Italia a determinate condizioni.

Borse di studio

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 2018, 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 assegnate 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'inoltro della propria candidatura e alle borse di studio, invitiamo gli interessati a consultare la sezione Master del sito USI.

www.usi.ch/master

Tuition Fees

Tuition fees amount to CHF 4,000.– per semester. For students whose official residence was in Switzerland, or in Liechtenstein, at the time of the final high school exam (Maturità) the semester fees are CHF 2,000.–. The semester's fees of CHF 2,000.– are also applied, under certain conditions, to students whose official residence is Campione d'Italia.

Scholarships

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 CHF 4'000.– each. The grants are merit-based and bestowed on students admitted as first-year students of a USI Master programme starting in the Fall 2018. 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 section Master in the USI website.

www.usi.ch/en/master

Calendario accademico Academic Calendar

Semestre autunnale 2018 Fall Semester 2018

17.09.2018	Inizio dei corsi	Term begins
21.12.2018	Fine dei corsi	Term ends
14.01-01.02.2019	Esami, sessione invernale	Exams, winter session

Semestre primaverile 2019 Spring Semester 2019

18.02.2019	Inizio dei corsi	Term begins
19-26.04.2019	Vacanze pasquali	Easter holidays
31.05.2019	Fine dei corsi	Term ends
10-28.06.2019	Esami, sessione estiva	Exams, summer session
02-13.09.2019	Esami, sessione autunnale	Exams, autumn session



Porte aperte

Master info day: marzo 2018

Il Master Info Day permette al visitatore di orientarsi nella scelta di un percorso di Master. Ogni programma di studio 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.

Master Meetings:
aprile e novembre 2018

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

Programma ed iscrizioni:
www.porteaperte.usi.ch

Open Days

Master info day: March 2018

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:
April and November 2018

The various Master Meetings offer you the opportunity to follow lectures together with the current Master students. Guided by a USI student, you can visit the campus and make up your mind as to whether the contents correspond to your study ambitions.

Programme and registration:
www.opendays.usi.ch

Contatti

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.

USI Università della Svizzera italiana
Servizio orientamento
Ufficio: 303
Via Buffi 13
6900 Lugano
Svizzera

+ 41 58 666 47 95
orientamento@usi.ch
www.facebook.com/usiuniversity

Contact

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
Study Advisory Service
Office: 303
Via Buffi 13
6900 Lugano
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Area umanistica
Humanities

Architecture
Lingua, letteratura e civiltà italiana
Philosophy



Architecture.

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.

Awarded Degree

Master of Science in Architecture

Application Deadline

February 15th / April 15th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

The Università della Svizzera italiana offers five two-year scholarships for students who are particularly well qualified and have completed the B.Arch.

Contact

www.usi.ch/marc
studyadvisor@usi.ch

Goals and Contents

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 focuses on a specific project typology, whether architectural or urban. 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.
- 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/her students, all concern a specific site selected by the school.

Language Requirements

The main teaching language is Italian. Proficiency language certificates are not required but students are invited to join the optional Italian course (for both beginners and advanced users) before the beginning of the semester. Some courses are taught in English. Students are required a basic knowledge.

Student Profile and Admission Requirements

Bachelor's degree granted by a school with an architectural programme held as equivalent. The Admission Commission can establish supplementary requisites to guarantee equivalent starting knowledge for all participants. Preliminary admission demands must be received by April 15th. For more information please refer to the webpage www.usi.ch/marc-admission

Contact

USI Università della Svizzera italiana
Accademia di architettura
6850 Mendrisio, Switzerland
+ 41 58 666 5000
info.arc@usi.ch

Study Programme

First semester		Second semester		Third semester	
Design Studio	15.0	Design Studio	15.0	Design Studio	15.0
Paper*	5.0	Paper*	5.0	Paper*	5.0

Personalisation (Semesters 1-3)			
Historical-Humanistic Optional Courses**		Technical-Scientific Facultative Courses	
Pergamon: from Antiquity to Postmodern	2.5	Construction Archetypes and Materials	2.5
Postwar Architecture in Italy and Germany	2.5	Integrated Digital Tools (1)	2.5
Modern and Contemporary Aesthetics	2.5	Integrated Digital Tools (2)	2.5
20th Century Architectural Heritage	2.5	Integrated Digital Tools (3)	2.5
Social Architecture	2.5	20th Century Interiors	2.5
Museology and Museography	5.0	Lighting in 20th-Century Architecture	2.5
Styles and Techniques of Cinema	2.5	Historical-Humanistic Facultative Courses	
The Bauhaus: A Conceptual Model	2.5	The Design of Light in the Renaissance	2.5
Bergamo: Economy and Society	2.5	Italian Design (1945-2017)	2.5
Architects and the Urbanization Process	2.5	Architecture in Ticino (1945-2000)	2.5
The Changing Landscape	2.5	Forms of Housing	2.5
Urban Geography	2.5	Sound Space	2.5
Urban Strategies: Projects and Effects	2.5	Scenography	2.5
Cultures of Sustainability	2.5	Building an Empire: Roman Architecture	2.5
Technical-Scientific Optional Courses**		Lexicon of Architectural Critique	2.5
Construction Techniques of the 20th Century	2.5	Elements of History and Theory of Photography	2.5
Sustainability Lab	2.5	Why History?	2.5
Sustainable Strategies	2.5	Los Angeles and its Architecture (1900-1970)	2.5
Leadership in Architecture	5.0	Artworks in Architecture	2.5
Structures and Mathematics in Dialogue	2.5	To Modernize or to Ecologize?	2.5
Instruments and Methods of Analysis of 20th Century Architecture	2.5	The Industry of the Baroque	2.5
Construction Details	2.5	High Culture and Low in the Modern Arts	2.5
Advanced Construction Systems and Materials	2.5	Paper Spaces	2.5
Building Integrated Sustainability Structures in Architecture	2.5	Recycle, Post-Productions, Heterotopias	2.5
		The Renaissance in Lombardy and Ticino	2.5
		Representing the Collective Engineers and the Alps	2.5
		Generative Process of the Landscape	2.5
		Spatial Development	2.5
		The European Cities in the 19th Century	2.5
		Workshop: Protection of the Architectural Heritage	7.5
		Workshop: Building Reality	1.5
		Workshop: Filming Architecture	

Fourth semester
Diploma Project 30.0

Please be aware that slight changes in the study programme may occur.

* One theoretical paper is compulsory.
** At least 10 ECTS are compulsory.



Lingua, letteratura e civiltà italiana.
Ha scritto Yves Bonnefoy che l'arte italiana è l'«arrière-pays», il retroterra di qualsiasi esperienza e memoria del bello; e Osip Mandelštam 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.

Titolo di studio conseguito al termine del programma

Master of Arts in Lingua, letteratura e civiltà italiana

Termine per le iscrizioni

30 aprile / 30 giugno in base alla nazionalità del candidato.

Tasse semestrali

Internazionali CHF 4'000.- / Residenti CHF 2'000.-

Durata

4 semestri (2 anni) - 120 ECTS

Borse di studio

Fondazione per le Facoltà di Lugano CHF 4'000.-

5 borse di studio, annuali e rinnovabili, per gli studenti del Master in Lingua, letteratura e civiltà italiana.

Contatti

www.usi.ch/mlci

orientamento@usi.ch

Obiettivi e contenuti

Il Master in Lingua, letteratura e civiltà italiana realizza quanto Gianfranco Folena disegnò storicamente nel suo saggio *L'italiano in Europa* (1983): una lingua di civiltà delle arti, capace di unire creazione e ragioni civili del "patrimonio dell'umanità". Per questo sono stati chiamati ad insegnare docenti che, dalla Svizzera, dall'Italia, dalla Francia, dalla Germania, incarnino essi stessi – nel loro percorso di ricerca – questa parabola, sempre viva, di una «lingua dolce e sapida, fatta di suoni di solidarietà» (O. Mandelštam, 1933). Il Master si articola su tre aree tematiche italiana e comparata / Arti, Storia e Civiltà, in un percorso formativo "olistico" che favorisce l'incontro di saperi generalmente professati in ambiti diversi. La letteratura italiana è così proposta in costante raffronto con il contesto della civiltà all'interno della quale è prodotta e studiata. Gli insegnamenti sono in gran parte concentrati nei primi due semestri, nei quali il programma di studi è comune a tutti gli studenti. Il terzo semestre prevede possibilità di stage e insegnamenti orientati a specifiche professioni. 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".

Lingua

Il Master è insegnato in italiano.

Requisiti di ammissione

Sono ammessi:

- Studenti che hanno ottenuto un diploma di bachelor (laurea triennale) in area umanistica con almeno 60 crediti nelle diverse discipline dell'italianistica. Possono essere ammessi al Master coloro che si iscrivono a settembre e discutono la prova finale di bachelor entro dicembre.
- Studenti che hanno già ottenuto una laurea magistrale (o titolo equivalente) in area umanistica, previa valutazione degli studi pregressi ed eventuale colloquio. Essi potranno conseguire il Master con 60 crediti di studio e la tesi. La direzione del Master si riserva la possibilità di integrare il piano di studi con alcuni corsi fondamentali ove non siano presenti nel curriculum universitario del candidato.

Sbocchi professionali

Il Master individua diversi profili, oltre alla possibilità di proseguire con un dottorato di ricerca: l'insegnamento dell'italiano, della sua lingua e civiltà; 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.

Contatti

USI Università della Svizzera italiana
Istituto di studi italiani

Dr. habil. Johanna Miecznikowski

+ 41 58 666 4295

isi.com@usi.ch

Piano dei corsi

Primo semestre	
Crediti obbligatori	21.0
Lingua	
Storia della lingua italiana	3.0
Linguaggi della poesia moderna	3.0
Letteratura	
Letteratura del Rinascimento	3.0
Letteratura italiana del Settecento e del primo Ottocento	3.0
Letterature comparate	3.0
Letteratura dell'età barocca	3.0
Letteratura del secondo Ottocento e del Novecento A	3.0
Crediti a scelta	
Arti/Storia/Civiltà	
Storia dell'arte medievale	3.0
Storia dell'arte moderna	3.0
Ascolto e silenzio tra letteratura, musica e comunicazione	3.0
Secondo semestre	
Crediti obbligatori	24.0
Lingua	
Linguistica pragmatica	3.0
Retorica e stilistica	3.0
Argomentazione	3.0
Letteratura	
Letteratura medievale e umanistica	6.0
Letteratura del secondo Ottocento e del Novecento B	3.0
Letterature comparate	3.0
Ermeneutica e storia della critica	3.0
Crediti a scelta	
Arti/Storia/Civiltà	
Il testo in scena	3.0
Analisi del prodotto cinematografico	3.0
Letteratura filosofica latina	3.0
Dottrine politiche	3.0
Storia del pensiero ebraico del Medioevo e del Rinascimento	3.0
Terzo semestre	
Crediti obbligatori	18.0
Lingua e letteratura	
Costruzione di testi	3.0
Letteratura e libri di testo	3.0
Letterature regionali e tradizioni europee	3.0
Storia dei generi letterari	3.0
Storia del libro	
Storia del libro e bibliografia	3.0
Principi di biblioteconomia digitale	3.0
Crediti a scelta	
Stage opzionale (III o IV semestre)	6.0
Biennializzazione esame del prof. relatore di tesi	3.0
Arti/Storia/Civiltà	
Didattica dell'italiano L2	
Storia comparata delle tradizioni museografiche europee	3.0
Il cinema documentario del dopoguerra: cultura e magia nelle periferie italiane	3.0
Archivi digitali	
Storia delle rappresentazioni dello spazio	3.0
Quarto semestre	
Tesi	30.0

Il piano di studi può essere soggetto a cambiamenti.



Philosophy.

The Master in Philosophy at USI is a research master with a special focus on theoretical philosophy and its history.

It is a research master in that it requires students to submit regular written work, to produce research papers and to develop their discussion skills in class. It focuses on theoretical philosophy and its history in particular. The Master offers courses in contemporary analytic philosophy, metaphysics and philosophy of mind, and in the history of philosophy, ancient and medieval, which are designed to complement each other. Unlike other masters in philosophy, the Master in Philosophy at USI has a strong thematic unity. In 2018-19, the topic of the programme is time and existence. The detailed exploration of the philosophy of time and existence aims to provide a full grasp of two central interrelated philosophical topics and an introduction to contemporary research in philosophy and the history of philosophy.

Awarded Degree

Master of Arts in Philosophy

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/map

studyadvisor@usi.ch

Goals and Contents

The Master in Philosophy at the USI aims to allow students to deepen their understanding of philosophical problems, to develop the ability to think, argue, write and speak clearly and effectively, and to become acquainted with aspects of current research in philosophy and the history of philosophy.

It aims to provide an absorbing grounding in a number of interrelated fields, to equip students with several skills of great value in the job-market, and to qualify students for teaching positions at high schools as well as at lower levels, and for the most demanding PhD programmes.

It aims to combine contemporary philosophy and the history of philosophy within the framework of a unified, thematic approach.

Teaching and courses in metaphysics and social ontology, the philosophy of mind and history, aesthetics, the logic and linguistics of time and tense, and the history of philosophy, ancient and modern are designed to give a solid grasp of some of the many aspects of time.

The detailed exploration of the philosophy of time aims to provide a full grasp of one central philosophical topic and an introduction to contemporary research in philosophy and the history of philosophy.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR).

Special conditions are listed at page 10.

Admission Requirements

The formal requirement for admission to the Master in Philosophy is a Bachelor's degree granted by a recognised university in the field of Philosophy or related disciplines.

Admissions will be treated on a case by case basis.

www.usi.ch/map-admission

Career Opportunities

Graduates of the Master programme possess soft skills that are of great value in a variety of careers, in particular logical, rhetorical and argumentative skills, the ability to analyse problems, formulate arguments, clarity and effectiveness of expression. Philosophy students constantly perform better than students in other fields in these areas, especially in verbal expression and analytic writing.

Such skills are highly valued in several professions, for example in law, government, HR and business, healthcare.

Graduates of the Master programme are also qualified for teaching philosophy at high school in Switzerland and elsewhere.

Graduates with high marks are well qualified to apply to the most demanding PhD programmes around the world.

Moreover, they will be trained within the Swiss academic network. Switzerland is committed to investing substantially in all areas of research, including philosophy. Switzerland is unusual in making available generous research grants both in universities and at the national level. The Swiss National Science Foundation awards both individual grants (such as doc.ch) and grants for research projects and training networks.

Contact

USI Università della Svizzera italiana

Study Advisory Service

+ 41 58 666 4795

studyadvisor@usi.ch

Study Programme

First semester	Ancient Philosophy I	3.0
	Medieval Philosophy I	3.0
	Logic I	3.0
	Time in philosophy	6.0
	Existence	6.0
	Masterclass I	3.0
	Political science: Middle East	6.0
Second semester	Ancient Philosophy II	3.0
	Medieval Philosophy II	3.0
	Time	6.0
	Temporal consciousness	6.0
	Masterclass II	3.0
	Masterclass III	3.0
	Political philosophy OR	6.0
	Philosophy of Physics	6.0
Third semester*	Ancient Philosophy III	3.0
	Metaphysics	3.0
	Language and Mind	3.0
	Logic I	3.0
	Normativity, time, communication	3.0
	Linguistics, semantics, and argumentation	3.0
	Masterclass I	3.0
	Thesis	9.0
Fourth semester*	Medieval Philosophy III	3.0
	Philosophy of Mind IV	3.0
	Metaphysics IV	3.0
	Masterclass II	3.0
	Masterclass III	3.0
	TBA	3.0
	Logic II	3.0
	Thesis	9.0

Please be aware that slight changes in the study programme may occur.

Area finanza
Finance

Finance
Financial Communication
Financial Technology and Computing*

* Vedi pagina 105
See page 105

Finance.

The Master in Finance at USI equips you with a solid background in financial principles and tools to excel in your career in finance. You will learn how to analyze financial markets, use and structure financial products, and value and devise investment opportunities. Our graduates occupy top positions in financial and academic institutions worldwide. You will enjoy a sophisticated mix of knowledge transfer by our world-class and internationally renowned faculty, as well as hands-on experience by practitioners. The flexible structure of our course offering allows you to specialize according to your interests, be they in quantitative analysis, banking, or financial technology. USI takes great pride in keeping their course offering cutting edge and up-to-date at the pulse of the financial system.

The Master in Finance is coordinated with the Swiss Finance Institute, 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.

Awarded Degree

Master of Science in Economics, Major in Finance

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.– / Residents CHF 2'000.–

Duration

3 semesters – 90 ECTS, with the possibility to earn additional 30 ECTS leading to a Master degree with 120 ECTS.

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.–

Contact

www.usi.ch/mfin
studyadvisor@usi.ch

Accredited by



Goals and Contents

The Master in Finance at USI offers preparation for a successful career in a modern financial world. These careers are spread across diverse fields such as data analytics, banking regulation, and crypto currencies. As a reflection of this diversity, the Master programme is organized in three minors (streams): Quantitative Finance, Banking and Finance, and Digital Finance. Courses in the first semester are common across all minors. They are aimed at providing the students with the foundation of finance, statistics, programming, and accounting. They are basis for all subsequent courses and allow students to identify their personal interests and strengths. When entering the second semester, students choose the minor in which they want to specialize in. The second semester is dedicated to core courses in each stream. In the third semester, half of the ECTS (15) are from compulsory courses, which complete the foundations of the chosen fields. For the remaining 15 ECTS, students have access to a great number of elective courses that allow them to customize their curricula according to their individual interests and professional goals. The Master degree is obtained after fulfillment of the 90 ECTS from the courses in the minor. Students may also decide to prolong their stay in the program for one additional semester, where they can develop first experience with research through a master thesis, which awards additional 30 ECTS. Alternatively, students may build a first-hand industry experience through an internship.

Language Requirements

This programme is held entirely in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university in Economics or related disciplines. Candidates are required to be adequately prepared in the fields of Economics and basic quantitative subjects. Applicants are encouraged (compulsory for applicants with a Bachelor obtained in extra EU country) to provide GRE/GMAT scores in support of their application. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mfin-admission

Career Opportunities

Thanks to its high teaching and educational standards and its strong contacts with the Swiss and worldwide financial sector, the Master in Finance is the key to access a wide range of career paths. Graduates from the programme are well prepared to seek for a position in all areas of finance, including advisory services and consulting, asset management, investment banking, and private wealth management. Further, the novel track in Digital Finance makes our programme one of the very few to offer a dedicated and comprehensive training in the area of Fintech. The programme commitment towards helping graduates in their job seek is testified by the high placement records. The Master's Alumni have found highly rewarding positions in the financial industry within few months after graduation, or even before. The Career Service has extensive experience and strong relations with employers, and organizes regular events to bring recruiters and future graduates together.

Contacts

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

Study Programme

First semester			
		Statistics	6.0
		Financial Econometrics	6.0
		Programming in Finance I	3.0
		Financial Accounting	3.0
		Corporate Finance	6.0
		Investments	6.0
Second semester			
Minor in Quantitative Finance		Risk Management	6.0
		Programming in Finance II	3.0
		Arbitrage Pricing	6.0
		Numerical Methods	6.0
		Financial Intermediation	6.0
Minor in Banking and Finance		Trading and Market Microstructure	3.0
		Financial Statement Analysis	3.0
		Financial Intermediation	6.0
		Derivatives	6.0
		Corporate Banking	6.0
Minor in Digital Finance		Private Wealth Management	6.0
		Introductory Corporate Governance	3.0
		Risk Management	6.0
		Programming in Finance II	3.0
		Blockchains & Digital Currencies	3.0
Third semester	Minor in Quantitative Finance	Arbitrage Pricing	6.0
		Trading and Market Microstructure	3.0
		Data Analytics	6.0
		Financial Intermediation I	3.0
		Alternative Investments	3.0
		Structured Products	6.0
		Fixed Income Markets	6.0
		Advanced Statistics*	6.0
		Financial Modeling*	6.0
		Financial Engineering*	6.0
Advanced Derivatives*	3.0		
Advanced Corporate Finance*	6.0		
Macroeconomics for Public Policy*	6.0		
Global Investment Research*	6.0		
Field Project*	9.0		
Minor in Banking and Finance		Financial Modeling	6.0
		Advanced Corporate Finance	6.0
		Advanced Corporate Governance	3.0
		Advanced Statistics*	6.0
		Alternative Investments*	3.0
		Financial Engineering*	6.0
		Advanced Derivatives*	3.0
		Financial Law*	3.0
		Structured Products*	6.0
		Global Investment Research*	6.0
	Fixed Income Markets*	6.0	
	Field Project*	9.0	
Minor in Digital Finance		Digital Marketing	3.0
		Alternative Investments	3.0
		Launching FinTech Ventures	3.0
		Machine Learning	6.0
		Financial Modeling*	6.0
		Financial Engineering*	6.0
		Advanced Derivatives*	3.0
		Advanced Corporate Finance*	6.0
		Structured Products*	6.0
		Global Investment Research*	6.0
	Fixed Income Markets*	6.0	
	Field Project*	9.0	
Fourth semester			
		Internship	6.0
		Master Thesis	30.0

Please be aware that slight changes in the study programme may occur.

In the third semester of each minor, 15 ECTS are from compulsory courses, and 15 ECTS from elective courses (marked with an asterisk, *).

The programme is accredited by the Swiss Finance Institute. To obtain SFI accreditation, students must achieve at least half of the overall ECTS from courses taught by an SFI Faculty.

Financial communication.

In the contemporary financial markets, the role of financial communication is gaining increasingly importance for both individuals and institutions. The last financial crisis has unveiled that numbers and statistics per se are not sufficient to correctly inform investors if the information is not adequately interpreted. For listed companies and financial intermediaries, financial communication constitutes a critical asset to shape investors' decisions and to gain and maintain the trust of investors and other stakeholders. Being able to both produce and understand in depth complex financial communication is the main goal of the Master in Financial Communication offered at USI.

Awarded Degree

Master of Science in Economics and Communication, Major in Financial Communication

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mfc

studyadvisor@usi.ch

Goals and Contents

The Master offers the unique opportunity to acquire an integrated set of competences, strongly and increasingly required in the financial sector. Managing the communication of companies and financial institutions towards the financial markets and the public at large requires not only a solid financial background, but also the ability to communicate in a effective and ethical manner with different publics. At the same time, it requires a proper awareness of the legal framework regulating market transactions and financial services. Students will be trained to intermediate financial institutions and various other companies, with their clients, investors and other stakeholders, so being an effective interface between the financial industry, businesses, the media, 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. The study curriculum comprises a first semester of foundation courses in which the main required subjects are explored, a second semester of core courses that go deeply in the understanding of financial communication and investor relation framework, and a third and a fourth semester of electives courses, centered around two main pillars – finance and banking classes, and communication and management classes. Exploiting a wide offer of relevant subjects, students can build their own path, with tailored counsel of the Master's direction. A capstone work completes the programme with an internship period in a financial industry firm (e.g. relationship manager, investor relation analyst or similar) and a Master thesis. 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 behavior, strategies and regulations, which will enable them to efficiently craft the information for financial decisions.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university in Economics, Communication Sciences, or related disciplines. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mfc-admission

Career Opportunities

Graduates in the Master in Financial Communications will find employment in financial institutions, corporations, banks, IR firms, consultancy firms, regulators as: Investor relations officer in listed companies; Relationship manager in wealth management; Corporate reporting consultant; Financial accounting and controlling specialist; Financial analyst; M&As and IPOs communication advisor; Startup communication consultant; Financial writer and editor for financial newswire services; Financial journalist; Financial frauds investigator; Financial communication training coach; Financial literacy counselor.

Contact

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

Study Programme

Semester	Course Category	Course Name	Credits
First semester	Foundation Courses	Introduction to Financial Communication. From Public Disclosures to Interpersonal Relations	3.0
		Corporate Finance	6.0
		Communication Law	3.0
		Communication Strategies in Financial Disclosure	3.0
		Corporate Strategy	6.0
		Data Analysis	3.0
		Accounting	6.0
Second semester	Core Courses	Argumentation in Finance	6.0
		Investor Relations	3.0
		Financial Intermediation	6.0
		Financial Communication Law	3.0
		Law and Practice of International Financial Markets	3.0
		Corporate Social Responsibility and Socially Responsible Investment	3.0
		Introductory Corporate Governance Seminar on Private Banking	3.0
Third semester	Electives in Finance and Banking	Advanced Corporate Governance	3.0
		Capital Markets	6.0
		Alternative Investments	3.0
		Introduction to Institutions and Economics of Pensions and Aging	3.0
		Pension Economics and Finance	3.0
		Electives in Communication and Management	Organization and social networks
	Communication and Marketing Ethics	3.0	
	Corporate Communication Research Methods	6.0	
	Organizational Communication	3.0	
	Digital Corporate Communication	3.0	
	Digital Challenges in Marketing and Big Data	3.0	
	Online Communication Design	3.0	
	Multimodal Rhetoric	3.0	
	Intercultural Communication	3.0	
Fourth semester	Electives in Finance and Banking	International Fiscal System	3.0
		Derivatives	6.0
		Corporate Banking	6.0
		Financial Statement Analysis	3.0
		Private Banking	6.0
		Electives in Communication and Management	Usability and Web-analytics
	Issues and Crisis Management	3.0	
	Corporate Identity and Image	6.0	
	Improving Discourse Quality in Organizations: Evaluation and Redesign	3.0	
	Critical Consumer Behaviour	3.0	
	Entrepreneurship: Theory & Practice	6.0	
	Entrepreneurship: Writing business plans	3.0	
	Capstone Work	Internship Thesis	6.0 18.0

Please be aware that slight changes in the study programme may occur.

Area turismo
Tourism

International Tourism



International Tourism.

Tourism – the romantic escape from everyday reality to picturesque places has grown to become a major economic sector in itself. Next to financial services, it is the only industry that is established in every country around the world. Tourism is produced internationally and it fascinates an international clientele that could not be more diverse: Day-trippers, Backpackers, Families, Responsible Tourists, Business Tourists – or rather hundreds of millions of human beings who all approach their leisure time with a different interpretation. Managing tourism means understanding its diversity and it also implies the frequent change of perspectives – from tourism suppliers to the tourists, the local community, and the environment – and different disciplines like Economics, Communication, and Management. The tourism industry needs competent and dynamic young people who have a strategic and curious view on tourism and who like to challenge the status quo with a strong sense of responsibility.

Awarded Degree

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

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mt

studyadvisor@usi.ch

Goals and Contents

The Master in International Tourism seeks to respond to this need by offering a programme that goes beyond the limited focus of professional master courses, proposing instead a multidisciplinary, forward-thinking approach. Students will achieve competence through academic discourse, toolkits from various disciplines, and a deeper understanding of consumer behaviour in tourism thanks to hands-on experiences at university level. Sourcing from the variety of multidisciplinary contents and methods, students have the opportunity to specialize themselves either in Economics or Communication through the Minor in Management or the Minor in eTourism, never losing the other one out of sight. All core courses of the study programme reflect a new wide-ranging form of quality training, combining elements of:

- Economics and Management (of tourism, tourism businesses, culture, territory, and environment);
- Communication (in tourism, tourism marketing, information technologies and new media, eTourism, and human sciences);
- Politics, Institutions, and International Relations.

By joining the Master in International Tourism, you study in small classes with students and notable professors from all around the world with around 10 different nationalities each year.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speakers, or whose Bachelor's degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level of the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university in Economics, Communication Sciences, Political Science, Tourism, or other related fields. Please contact us if you are not sure. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mt-admission

Career Opportunities

The programme allows graduates to aim for a qualified management career in the foremost sectors of International Tourism, as for instance:

- Government, Tourism Associations, and Research;
- Destination Management and Marketing;
- Travel Trade;
- Transportation and Accommodation;
- Business Travel Management;
- Events and Conferences.

Contact

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

Study Programme

First semester 27.0	Consumer Behavior in Tourism	3.0	
	Cultural History of Tourism	4.5	
	E-Tourism Technology Labs	3.0	
	Event Management	3.0	
	International Relations and Tourism	3.0	
	Management of Small and Medium Enterprises	3.0	
	New Media for Tourism Communication	4.5	
	Tourism Economics	3.0	
Second semester 33.0	Aviation Management	3.0	
	Business Travel	3.0	
	Destination Management and Marketing	3.0	
	Economics of Transport and Mobility	3.0	
	Human Resource Management	3.0	
	Sustainable Tourism Colloquium	3.0	
	Research Methods in Tourism	3.0	
	Tourism Planning and Development	3.0	
	UNESCO World Heritage and Tourism	3.0	
	Electives (3.0-6.0)	Minor in eTourism (Digital Marketing / Digital Communication): Information Management and Retrieval Usability and Webanalytics	3.0 3.0
Third semester 27.0	Accounting	6.0	
	Architecture and Tourism	3.0	
	International Tourism Marketing	3.0	
	Risk and Crisis Management in Tourism	3.0	
	Tourism Career Lab	3.0	
	Tourism Service Management	3.0	
	Electives (3.0-12.0)	Minor in eTourism (Digital Marketing / Digital Communication) Digital Marketing Online Communication Design	3.0 3.0
		Minor in Management: Corporate Strategy Negotiation Project Management	6.0 3.0 3.0
Fourth semester 33.0	Field Project	9.0	
	Internship*	6.0	
	Study Tour	6.0	
	Thesis	12.0	

Please be aware that slight changes in the study programme may occur.

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

Area economia
politica
Political Economy

Economia e politiche internazionali
Economic Policy
Public Management and Policy

Economia e politiche internazionali.
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 dei mercati.

Titolo di studio conseguito al termine 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)

Termine per le iscrizioni

30 aprile / 30 giugno in base alla nazionalità del candidato.

Tasse semestrali

Internazionali CHF 4'000.- / Residenti CHF 2'000.- per i semestri USI

Per tutti CHF 1'000.- per il semestre ASERI

Durata

4 semestri (2 anni) - 120 ECTS

Borse di studio

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contatti

www.usi.ch/mepin
orientamento@usi.ch

Programma
congiunto con
l'Università Cattolica
del Sacro Cuore,
Alta Scuola di
Economia e Relazioni
Internazionali.



Obiettivi e contenuti

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 a globalizzazione e funzionamento delle istituzioni pubbliche ed internazionali. Le basi sulle quali si sviluppa il programma sono legate allo studio dell'economia, della finanza, del diritto, delle istituzioni e politiche internazionali. Verranno inoltre fornite conoscenze multidisciplinari necessarie per affrontare tematiche quali sviluppo sostenibile, globalizzazione dei mercati, invecchiamento della popolazione, fenomeni migratori e, in generale, forme di cooperazione tra autorità pubbliche e operatori economici privati tese ad un obiettivo comune, quale la prestazione di un servizio o creazione e gestione di un progetto. Lo studio degli ambiti di intersezione tra pubblico e privato, dal livello locale a globale, richiede competenze sia nel settore economico-finanziario sia delle politiche pubbliche e la conoscenza degli aspetti giuridico-regolamentari e di comunicazione relativi ai rapporti tra le parti. Ai partecipanti sono proposti corsi nella sede di Lugano ed in quella di Milano. Il programma si completa con l'elaborazione di una tesi e uno stage in un'istituzione nazionale o internazionale. La formazione poliedrica e interdisciplinare del MEPIN ha permesso ai suoi diplomati di inserirsi rapidamente e con successo in aziende multinazionali, banche e società finanziarie, enti territoriali, organizzazioni non-governative, nell'insegnamento e in istituti di ricerca. I diplomati MEPIN possiedono sia competenze pluridisciplinari sia specifiche, che permettono di operare in tutti quei settori in cui pubblico e privato cooperano.

Lingua

La lingua prevalente nei corsi è l'italiano. Alcuni corsi sono tenuti in inglese.

Requisiti di ammissione

Bachelor (laurea triennale) di un'università riconosciuta in Scienze economiche, Scienze politiche, Diritto. È possibile l'accesso al Master, previa valutazione della Direzione, anche di candidati da percorsi universitari diversi. In tali casi, è dato accesso con debiti formativi da recuperare prima o durante il percorso formativo. Si invitano gli interessati ad inviare la candidatura, che verrà valutata anche in base ai contenuti economici, politici e giuridici del percorso universitario di provenienza. Maggiori informazioni per candidati da Scuole Universitarie Professionali sono disponibili online:

www.usi.ch/mepin-ammissione

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). La selezione degli studenti avviene progressivamente, sulla base dell'ordine di ricezione delle domande di ammissione. Queste ultime, se pervenute con anticipo, avranno maggiori probabilità. Per completare le procedure di immatricolazione presso l'Università Cattolica nel terzo semestre, i titoli di studio conseguiti presso Università non italiane dovranno essere accompagnati dalla Dichiarazione di Valore rilasciata dalla Delegazione Diplomatica Italiana nel/la Paese/Regione in cui lo studente ha ottenuto il titolo.

Contatti

USI Università della Svizzera italiana
Servizio orientamento
+ 41 58 666 4795
orientamento@usi.ch

ASERI - Alta Scuola di Economia e Relazioni Internazionali
Università Cattolica del Sacro Cuore
+ 39 02 72 34 83 10
info.aseri@unicatt.it
www.aseri.it

Piano dei corsi

Primo semestre USI

Area economica	12.0	Area giuridica	3.0
Management ed innovazione nella pubblica amministrazione e nel non-profit	3.0	International Law	3.0
Macroeconomia internazionale*	3.0	Area politico-istituzionale	6.0
Microeconomia*	3.0	Politiche e istituzioni pubbliche	3.0
Economia del settore non-profit	3.0	Teoria e trasformazioni dello Stato	3.0
		Area interdisciplinare	9.0
		Il pensiero economico nella storia delle idee e dei fatti	3.0
		Metodi per la ricerca sociale I*	3.0
		Corso avanzato di inglese	3.0

Secondo semestre USI

Area economica	12.0	Area politico-istituzionale	9.0
Introduction to Institutions and Economics of Pension and Aging	3.0	Public Policy Analysis	3.0
Economia pubblica	3.0	Governance del sistema globale	3.0
Globalization, Development and Migration	3.0	Politica internazionale	3.0
Area giuridica	6.0	Area interdisciplinare	6.0
Environmental Law and Policy	3.0	Metodi per la ricerca sociale II	3.0
International Trade Law	3.0	Sviluppo sostenibile e Corporate Social Responsibility	3.0

Terzo semestre ASERI

Area economica	8.0	Area politica	15.0
Etica pubblica	1.0	Area politica	15.0
Analisi dei mercati internazionali e rischio Paese	2.0	Major Political-Economic Institutions and Actors in the Modern Global Economy	2.0
Economia dei conflitti e relazioni economiche globali	2.0	Il crimine organizzato internazionale tra economia e politica	1.0
Strategic Thinking	1.0	Analisi delle politiche pubbliche	2.0
Economia dei mercati emergenti e rischio Paese	2.0	Politiche pubbliche dell'Unione Europea	1.0
Area istituzionale	7.0	Elementi di politica comparata	1.0
Istituzioni e mercato interno dell'Unione Europea	2.0	Geopolitics in Transforming Order	
Diritto umanitario	2.0	Rise of China and Transformation of World Politics	1.0
Diritto del mercato dei capitali	1.0	International Relations of the Middle East	1.0
Elementi di contrattualistica e regolazione degli investimenti internazionali	2.0	Gulf Security Complex: Challenges and Changes	1.0
		US Foreign Policy since the End of the Cold War	1.0
		The Return of Russia into International Politics	1.0
		The EU in the Global Arena	1.0
		The Latin American Emerging Role in World Economy and Geopolitics	1.0
		The African Continent in the Geopolitical Scenario	1.0

Quarto semestre

Stage	15.0	Tesi	15.0
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Il piano di studi può essere soggetto a cambiamenti.

I corsi altresì contrassegnati con asterisco (*) sono sostituibili con altri più avanzati secondo le modalità definite dalla Direzione del Master.

Economic Policy.

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 PhD programme.

Awarded Degree

Master of Science in Economics, Major in Economic Policy

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

3 semesters – 90 ECTS, with the possibility to earn additional 30 ECTS leading to a master degree with 120 ECTS.

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.-

Contact

www.usi.ch/mep
studyadvisor@usi.ch

Goals and Contents

The Master offers knowledge in various fields of applied economics combined with a 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 methodology is to combine economic theory with relevant real world applications of today.

The programme has a strong international orientation. The first year offers all the core courses together with some specialized courses. The second year offers a variety of elective courses, and the possibility of doing an internship (either at a private or a research institution). Together with the final Master thesis (which is written in the last semester), the students will have received the necessary training to undertake independent analysis of many economics problems. The standard duration of the MEP is 3 semesters (leading to 90 credits). However, students who wish to amplify their training, have the option of earning additional 30 credits in the form of electives, to be taken either at USI, or our international and national partner universities (leading to a Master degree with 120 credits).

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

The formal requirement for admission is a Bachelor's degree from a recognized academic institution in Economics, Business Economics or other related fields, preferably with some quantitative background. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mep-admission

Career Opportunities

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, the MEP is a pathway to higher studies in Economics and Economic Policy.

Contact

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

Study Programme

First semester	Core Courses 30.0	Microeconomics for Public Policy Macroeconomics for Public Policy Micro-Econometrics Industrial Organization Political Economy and Public Finance	6.0 6.0 6.0 6.0 6.0
Second semester	Core Courses 30.0	Public Policy Analysis Quantitative Methods for Policy Evaluation Topics in Labor, Public and Development Economics Introduction to Institutions and Economics of Pensions and Aging Pension Economics and Finance Globalization, Development and Migration International Fiscal System Managerial Economics II	3.0 6.0 6.0 3.0 3.0 3.0 3.0 3.0
Third semester		Internship/Field Work/Research Stay with a Professor (12 credits) or two or more electives (for a maximum of 12 credits) among all courses offered at USI at the Master level Thesis	12.0 18.0

Please be aware that slight changes in the study programme may occur.

Students who wish to amplify their training, have the option of earning additional 30 credits in the form of electives, leading to a Master degree with 120 credits.

Public Management and Policy.
Negli ultimi anni il settore pubblico ha conosciuto rilevanti processi di innovazione e propone prospettive professionali interessanti e stimolanti che richiedono profili nuovi e qualificati. La modernizzazione del settore pubblico, le relazioni tra PA e imprese, le esigenze di trasparenza nei confronti dei cittadini stanno assumendo crescente importanza nei sistemi economici e sociali, insieme alla forte crescita del settore non profit e alla diffusione delle imprese sociali.

Programma congiunto con l'Università di Berna e l'Università di Losanna.

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UNIVERSITÄT
BERN

Unil

UNIL | Université de Lausanne

Obiettivi e contenuti

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 presuppone 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 360 gradi 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'inserisce nella rete interuniversitaria 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. 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.

Lingua

I corsi della formazione di base (1° anno) si tengono prevalentemente in italiano, mentre i corsi della specializzazione (2° anno) si tengono in inglese. Requisiti linguistici minimi: per il primo anno è richiesta una competenza attiva in italiano; per la specializzazione in Comunicazione e Management pubblico è richiesta almeno una competenza attiva in inglese. Non sono richieste certificazioni.

Requisiti di ammissione

Bachelor (laurea triennale) di un'università riconosciuta in economia, gestione d'impresa/management, scienze politiche, sociologia, diritto, scienze della comunicazione, oppure un titolo universitario giudicato equivalente. La direzione del Master si riserva la possibilità di integrare il piano di studi con alcuni corsi considerati fondamentali che non sono presenti nel curriculum universitario del candidato. Maggiori informazioni per candidati provenienti da Scuole Universitarie Professionali sono disponibili online:

www.usi.ch/pmp-ammissione

Sbocchi professionali

Il PMP permette di accedere, in Svizzera o in altri Paesi, a posizioni di responsabilità sia all'interno dell'amministrazione pubblica (federale, cantonale e locale), sia presso le organizzazioni internazionali e private non-profit. La specializzazione in Comunicazione e Management pubblico prepara a professioni che in questi settori sono centrali. L'intenzione del Master PMP è quella 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.

Contatti

USI Università della Svizzera italiana
Servizio orientamento
+ 41 58 666 4795
orientamento@usi.ch

Titolo di studio conseguito al termine del programma

Master of Arts in Economics and Communication, Major in Public Management & Policy

Termine per le iscrizioni

30 aprile / 30 giugno in base alla nazionalità del candidato.

Tasse semestrali

Internazionali CHF 4'000.- / Residenti CHF 2'000.-

Durata

4 semestri (2 anni) - 120 ECTS

Borse di studio

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contatti

www.usi.ch/pmp

orientamento@usi.ch

Piano dei corsi

Primo anno* Formazione di base 60.0	Scienze politiche	Comparative Public Administration	3.0	
		Dottrine politiche	6.0	
		Politiche e istituzioni pubbliche	3.0	
		Public Policy Analysis	3.0	
		Argumentation in Public Communication I	3.0	
	Management pubblico	Public Accounting	3.0	
		Management e innovazione nella pubblica amministrazione e nel non profit	6.0	
		Organizzazione e gestione del personale	3.0	
		Fundamentals in Public Communication e-Government	3.0	
	Diritto	Diritto pubblico per manager pubblici I	3.0	
		Diritto pubblico per manager pubblici II	3.0	
		International Law	3.0	
	Economia pubblica	Macroeconomia internazionale	3.0	
		Economia pubblica	3.0	
		Microeconomia	3.0	
Metodologia di ricerca	Data Analysis	3.0		
	Metodologie qualitative: costruzione e analisi dei dati	3.0		
Terzo semestre**	Obbligatori 18.0	Strategic Management in Public and Non Profit Sector	3.0	
		Accountability and Performance	3.0	
		International Organizations	3.0	
		Social Marketing	6.0	
		Intercultural Communication	3.0	
	A scelta 12.0	Corsi consigliati:		
		Area del Management e dell'Economia		3.0
		Project Management		
		Applied Social Entrepreneurship		6.0
		Writing Business Plans		3.0
		Health Policy		3.0
		Economia del settore non profit		3.0
		Area della Comunicazione		
		Economics of Journalism and Quality Management in Newsrooms		6.0
		International Relations and Tourism		3.0
		Statut de l'information publique		3.0
		Argumentation of Public Communication II		3.0
		Public Affairs		3.0
Fundamentals in Public Communication		3.0		
Online Communication Design		3.0		
Quarto semestre	Tesi		30.0	
	Stage e tesi		12.0+18.0	

Il piano di studi può essere soggetto a cambiamenti.

*Durante il primo anno i corsi saranno tenuti in italiano e in inglese.
**Durante il terzo semestre la lingua di insegnamento sarà esclusivamente l'inglese.



Area Management
e Marketing
Management and
Marketing

Management
Management and Informatics*
Marketing & Transformative Economy
Corporate Communication
Digital Fashion Communication
Public Management and Policy**

* Vedi pagina 102
See page 102

** Vedi pagina 52
See page 52

Management.

The Master in Management is designed to provide graduates from a wide variety of backgrounds with the necessary skills and tools for navigating modern business organizations and for successfully starting a professional career in management or consulting. The Master in Management (MMG) programme introduces a new track system in the upcoming Academic Year (2018/19). Students have the possibility to specialize in their studies. They can choose one of three different specialization tracks: Strategy and Entrepreneurship, Organization and Human Resources Management, Socially Responsible Management. Each track consists of 18 ECTS, offered in six 3 ECTS courses in the second and third semester. Students do not have to specialize, though. Thus, if they want, they can still follow the previous, general Master programme. The completion of each specialization track will result in a “Minor”. The specialization tracks represent highly important areas in the modern business world and thus give the students the opportunity to develop particular expertise in these fields to develop a clearer profile upon entering the job market.

Awarded Degree

Master of Science in Economics, Major in Management

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mmg

studyadvisor@usi.ch

Goals and Contents

The core courses of the programme focus on developing a comprehensive understanding of general management. The elective courses deepen the acquired knowledge towards the development of a profile sensitive both to the opportunities of global markets and to the interest of local communities. The programme encompasses theoretical and practical elements, allowing students to be acquainted with advanced management theories and to effectively apply them to business-related decisions.

The goal of the programme is to build a thorough understanding of the management processes that lie at the core of business organizations. It is also intended to develop the skills necessary to operate successfully in different types of businesses, from start-ups to multinational companies, as reflected in courses like Project Management, Entrepreneurship or International Business. Moreover, because most business tasks are increasingly interdisciplinary and team-based, the programme trains students to work in groups and at the intersection of different scientific fields. A variety of teaching methods is used, including lectures, case studies, group work or games. Moreover, the programme contains an outstanding component, the field projects, in which students conduct real consulting projects for real companies. All teaching methods emphasize an interactive approach and an ongoing dialogue between students and teachers, and also stimulate productive exchanges among peers. This approach is facilitated by the favorable student-professor ratio that represents a unique value added of Master in Management.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university.

Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mmg-admission

Career Opportunities

The programme develops the skills necessary to perform successfully in business organisations from start-ups to multinational companies. The range of career opportunities for graduates of the MSc in Management is quite wide. In fact, as a Master in Management is not highly vocational, it does not narrow down the professional paths into something really specific. Graduates can find good opportunities in small and medium sized enterprises, large organizations, banks, and they can also start their own company. This last entrepreneurial career is much more common as in the past. USI's Master in Management gives really good opportunities thanks to the strong relationships that it could develop with the local enterprises, with the national environment, and also with the international contest.

Contact

USI Università della Svizzera italiana
Study Advisory Service

+ 41 58 666 4795

studyadvisor@usi.ch

Study Programme

First semester	First Degree in Economics or Management 30.0	Essentials of Corporate Finance	6.0		
		Organizational Behavior	6.0		
		Industrial Organisation	6.0		
		Orthodox and Critical Perspectives in Marketing	6.0		
		Corporate Strategy	6.0		
	First Degree in any other Subject 30.0	Accounting	6.0		
		Corporate Strategy	6.0		
		Managerial Economics 1	6.0		
		Organizational Behavior	6.0		
		Strategic Marketing	6.0		
Second semester	Core Courses 21.0	Managerial Economics 2	3.0		
		Research Methods	3.0		
		Entrepreneurship: Theory and Practice	3.0		
		Human Resources Management	3.0		
		Operations Management	3.0		
		Applied Statistics	6.0		
		Electives 9.0	Entrepreneurship: Writing Business Plans	3.0	
	Organizational Learning		3.0		
	Mergers and Acquisitions		3.0		
	Managing Family Enterprises		3.0		
	Decision Making		3.0		
	Innovation		3.0		
	Competitive Intelligence		3.0		
	International Business		3.0		
	Critical Consumer Behaviour		6.0		
	Strategic Sustainability		3.0		
	Introductory Corporate Governance		3.0		
	Corporate Social Responsibility		3.0		
	Third semester		Electives 30.0	Project Management	3.0
				Analytical Thinking	3.0
				Negotiation	3.0
				Organization and Social Networks	3.0
				Organizational Design and Change	3.0
				Data Analysis	3.0
		Digital Challenges in Marketing and Big Data		3.0	
Corporate Governance		3.0			
Six Sigma		3.0			
Applied Social Entrepreneurship		3.0			
Business Dynamics		3.0			
Business Analytics		3.0			
Social Innovation		3.0			
Leadership/Teams	3.0				
Fourth semester	Capstone Work 30.0	Field Project	12.0		
		Thesis	18.0		

Please be aware that slight changes in the study programme may occur.

New Track System

The tracks presented below are not obligatory but an offer to students to develop a specific expertise. The completion of each track will result in a Minor. The tracks are structured as follows (the structure might be subject to slight changes):

Strategy and Entrepreneurship	Second semester	Entrepreneurship: Theory and Practice	3.0
		Writing Business Plans	3.0
	Third semester	Innovation	3.0
		International Business	3.0
Organization and Human Resources Management	Second semester	Business Dynamics	3.0
		Mergers and Acquisitions	3.0
	Third semester	Organizational Learning	3.0
		Human Resources Management	3.0
		Decision Making	3.0
		Organizational Design and Change	3.0
Socially Responsible Management	Second semester	Analytical Thinking	3.0
		Leadership/Teams	3.0
		Corporate Social Responsibility	3.0
	Third semester	Introductory Corporate Governance	3.0
		Strategic Sustainability	3.0
		Social Innovation	3.0
	Third semester	Applied Social Entrepreneurship	3.0
		Business Ethics	3.0

Marketing and Transformative Economy. The Master in Marketing and Transformative Economy is not just another Master in Marketing. Its ambition is to include established marketing wisdom and practice, to expand them further. First, the Master brings marketing aims beyond customer needs, satisfaction, and value, to include individual and collective well-being. Developments in marketing prove that marketers' decisions do affect and should envision customer welfare. This not only reflects marketers' ethical responsibilities but also unveils new business opportunities for companies supporting 'the good life'. Second, traditional marketing just focuses on price-regulated exchanges. Yet, new market systems have emerged, including access-based (e.g. bike- and car-sharing), gift (indirect reciprocity replacing price), and sharing economy (e.g. Couchsurfing), as well as consumer-to-business (e.g. co-production) and consumer-to-consumer assisted marketplaces (e.g. Airbnb, Uber). When marketing pursues economic interest while also advancing social wealth, and when it inspires fairer forms of market exchange, the transformative economy is here to come.

Awarded Degree

Master of Science in Communication and Economics,
Major in Marketing & Transformative Economy

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.-

Contacts

www.usi.ch/mktg
studyadvisor@usi.ch

Goals and Contents

One out of three business school graduates ends up in a marketing-related job. Almost half of the price we pay for products on a daily basis covers marketing-related costs. Due to its impressive relevance, marketing invites unprecedented considerations about its cultural effects, societal impact, and implications for individual and collective well-being. The Master in Marketing and Transformative Economy is a two year, 120 ECTS programme enabling participants to acquire critical analytical and practical skills grounded in solid and fresh marketing knowledge. Participants should expect to become conscious decision-makers familiar with a variety of market situations and systems (b2b, b2c, b2b2c, c2b, c2c, access-based, gift, and sharing economy). They should also expect to sharpen their ability in interpreting markets, executing effective solutions, forecasting and measuring the effects of their work in terms of competitive, financial, and socio-environmental performances. This Master integrates the best competences from two Faculties - Communication Sciences and Economics - which award a joint graduate-level diploma. It also connects to the business world, via extensive collaborations with professionals, in-company projects, international competitions, and the final field projects. Throughout the two first semesters, core courses cover a wide range of marketing and managerial theoretical frameworks, analytical tools, methods, and executional levers to implement a marketing plan. The third semester allows participants to customize their education in line with personal interests and professional plans, either at USI or by undertaking international exchange programmes. Elective courses include various marketing topics, but also include courses from other Master programmes: Architecture, Corporate Communication, Digital Fashion Communication, Informatics, Management, Public Management and Policy.

Language Requirements

This programme is held in English, yet some elective courses can be taken in other languages. Applicants who are not native English speakers or whose first degree was not taught in English are required to provide an internationally recognized certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Any bachelor's degree in Social Sciences granted by a recognised university. No preclusion for candidates' background, though former acquisition of basic concepts of management is likely to facilitate participants in undertaking their master studies. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mktg-admission

Career opportunities

Graduates can aspire to enter companies of different size in a plethora of marketing positions. Due to its uniqueness, the Master helps join both traditional marketing-oriented companies and innovative enterprises active in emerging market systems (c2b, c2c, etc.). Due to its focus on well-being, the Master supports candidates to enter either well-being-driven industries (e.g. arts & culture, financial services, sport, food & beverage, insurances, healthcare, pharma) or public and non-profit organizations, whose mandate is to pursue customer welfare. Graduates can launch or join start-ups, supported by the USI incubator. 93% of USI graduates are employed one year after graduation.

Contacts

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

Study Programme

First semester General management 30.0	Framing the context	Economics of Well-being	3.0
		Orthodox and Critical Perspectives in Marketing	6.0
	Core Courses	Corporate Strategy	6.0
		Consumer Vulnerability and Well-being	3.0
		Organizational Behaviour	6.0
		Digital Challenges in Marketing and Big Data	3.0
		Communication Law	3.0
Second semester Core courses 18.0	Acting in the context	Market System Dynamics	6.0
		Market Metrics and Social Impact Measurement	6.0
		Critical Consumer Behaviour	6.0
	Core Courses	Business Markets and Industrial Relations	3.0
		Qualitative Marketing Research and Data Analysis	3.0
		Quantitative Marketing Research and Data Analysis	6.0
Third semester Core courses 18.0	Professional labs	Customer Experience and Value	
		Customer Experience Design	3.0
	Elective Courses	Service Design Marketing	3.0
		Sales Management and Customer Value	3.0
		Pricing & Value	3.0
		Channel Management and Retailing	3.0
		Destination Management and Marketing	3.0
		User Experience Design	6.0
		Estetica Moderna e Contemporanea	3.0
		Scenografia	3.0
		Interventi Artistici nell'Architettura	3.0
		Visual and Material Culture	
		Global Consumer Culture	3.0
	Marketing Semiotics	3.0	
	Brand Management	3.0	
	The Network Society	3.0	
	Transmedia Narratives	3.0	
	Advertising and Consumer Representa- tions	3.0	
	Digital Corporate Communication	3.0	
	Online Communication Design	3.0	
	Cultura Alta e Bassa nelle Arti Moderne	3.0	
	Design in Italia 1945-2017	3.0	
	Social Marketing, Public Interest and Ethics		
Social Marketing	6.0		
Cause Related Marketing	3.0		
Business Ethics	3.0		
Communication and Marketing Ethics	3.0		
Project Management	3.0		
Applied Social Entrepreneurship	3.0		
Negotiation	3.0		
Health Policy	3.0		
Corporate Social Responsibility	3.0		
Intercultural Communication	3.0		
Fourth semester 30.0	Work experience	Internship or Field Project	12.0
		Thesis	18.0
		Capstone	

Please be aware that slight changes in the study programme may occur.

Corporate Communication.

New technologies and globalization are disrupting both business and society as a whole, increasing their complexity and their pace of change. In this extremely dynamic environment, the role of Corporate Communication is to help organizations to develop and, ultimately, to cultivate and protect their reputation. It does it by engaging with the organizations' stakeholders and by nurturing and communicating the organizations' identity. With this in mind, the programme prepares students to start a career in corporate communication or in "communication-intensive" management functions or roles. MCC provides a solid general management foundation, which is shaped around topics relevant for communication. On this basis, all main corporate communication disciplines are covered, with a strong focus on how to manage organizational culture, corporate identity and brand and on how to protect reputational capital. The programme favours a strategic and multi-stakeholder approach and claims a central role for communication in corporate and business decisions. It therefore promotes corporate communication as a strategic partner of other corporate functions.

Awarded Degree

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

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mcc

studyadvisor@usi.ch

Goals and Contents

The programme stretches over two years (120 ECTS credits). During the first year, students attend core courses, while during the second year students personalise their study curricula according to their individual interests and apply what they have learned.

In the first semester, students attend the core general management classes. In the second semester, they take core corporate communication courses. During the third semester, students can choose among a rich selection of elective courses in areas such as digital and social media, content design, social responsibility, marketing and general management. They can also opt for an exchange program with another university in Switzerland or abroad. During the last semester students work in teams on a field project, consulting client organizations, and individually write up their Master's thesis.

The programme develops analytical and decision-making abilities for corporate communication, grounded in a sound knowledge of 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.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree in Social Sciences granted by a recognised university. Generally, candidates are expected to have acquired basic concepts of management, marketing, statistics and communication sciences corresponding to introductory courses on Bachelor level, in order to follow the programme effectively. The places offered are limited, therefore the selection can be effected on the basis of the academic results. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mcc-admission

Career Opportunities

Graduates from the programme will be ready to enter the corporate communication profession as well as to take communication-intensive management roles in areas such as HR, sustainability, compliance, social media, marketing, etc. The skills acquired meet the requirements for professional careers in organisations of different kinds as well as in communication agencies and management consulting firms.

Contact

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+ 41 58 666 4795
studyadvisor@usi.ch

Study Programme

First semester	Core General Management 30.0	Orthodox and Critical Perspectives in Marketing	6.0
		Organizational Behavior	6.0
		Corporate Strategy	6.0
		Accounting	3.0
		Essentials of Finance	3.0
		Communication Law	1.5+1.5
		Corporate Governance	3.0
Second semester	Core Corporate Communication 30.0	Corporate Identity and Image	6.0
		Investor Relations	3.0
		Issues and Crisis Management	3.0
		Public Affairs	3.0
		Organizational Communication	3.0
		Sponsoring and Partnership Management	3.0
		Corporate Communication	6.0
		Research Methods	
		Data Analysis	3.0
Third semester	Electives 30.0	During the third semester students can choose among a broad selection of elective courses. See next page details.	
Fourth semester	Capstone work 30.0	Field Project	12.0
		Thesis	18.0

Please be aware that slight changes in the study programme may occur.

Electives

During the third semester, students can choose among a broad selection of elective courses in areas such as digital and social media, content design, social responsibility, marketing and general management. In addition to the courses listed here, students can also select courses from other Master programmes. During this semester, students can also opt for an exchange program with another university in Switzerland or abroad.

Digital and Social Media Area	Digital Corporate Communication	3.0
	Online Communication Design	3.0
	The Network Society	3.0
	Social Media Management	3.0
Social Responsibility Area	Corporate Social Responsibility	3.0
	Social marketing	6.0
	Intercultural Communication	3.0
	Cause Related Marketing	3.0
	Applied Social Entrepreneurship	3.0
	Global Corporate Communication	3.0
	Communication and Marketing Ethics	3.0
Social Innovation	3.0	
Content Design Area	Multimodal Rhetoric	3.0
	Transmedia Narratives	3.0
	Media Relations	3.0
Marketing Area	Customer Experience Design	3.0
	Service Design Marketing	3.0
	Sales Management and Customer Value	3.0
	Pricing & Value	3.0
	Channel Management and Retailing	3.0
	Global Consumer Culture	3.0
	Marketing Semiotics	3.0
	Brand Management	3.0
	Advertising and Consumer Representations	3.0
Management Area	Organisational Design and Change	3.0
	Negotiation	3.0
	Project Management	3.0
	Leadership/Teams	3.0

Digital Fashion Communication.

Digital fashion communication lies at the intersection of fashion and information & communication technologies (ICTs): it studies how fashion is communicated in the digital or online environment. ICTs are increasingly being used to market fashion items. Fashion companies provide information and services through websites, mobile apps, social media, and virtual and augmented reality. Products are sold through e-Commerce, and ICTs are being implemented in physical stores. Digital communication is playing a major role when it comes to co-creating the very idea of what it means to be fashionable or not. Fashion companies and dedicated media outlets are not the only ones publishing online, so are influencers, fashion lovers and virtually everyone. Together they all create an active and constant conversation, by publishing images and reviews, liking or disliking, sharing individual preferences and co-creating. In this context, artificial intelligence and digital analytics will be of great importance in the interpretation and anticipation of trends. We are talking about the communication of the future...for fashion. Be part of it!

Awarded Degree

Master of Science in Communication,
Major in Digital Fashion Communication

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.-

Contact

www.usi.ch/mdfc
studyadvisor@usi.ch

Double Degree with
Université Paris 1
Panthéon-Sorbonne



Goals and Contents

The programme aims at preparing select students to pursue their careers in the fashion industry as specialists in digital communication. It is a two-year (120 ECTS) Double Degree Programme jointly offered by USI - Università della Svizzera italiana and Université Paris 1 Panthéon-Sorbonne. It is taught by a renowned faculty from both institutions and by a large number of guest lecturers and professionals of the fashion industry who will share their practical experience. Mobility is part of the learning experience offered by this Master. Students are required to study in two different locations and live two diverse cultures, and are encouraged to move and meet new realities in the fashion industry through a set of study tours that will be organised along the whole duration of the programme. This programme will help them deepen their understanding of the long-term socio-cultural processes that shape fashion and drive its impact on society; and will give them the tools and know-how required to lead, in a sustainable way, the digital communication trends of the present and future. Our motto: Rooting fashion communication's digital future in history and culture.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

The formal requirement for admission to the MSc in Digital Fashion Communication is a Bachelor's degree in Social Sciences, Communication Sciences, Business Administration, Fashion, Art, Literature, Tourism, or in similar domains, granted

by a recognized university. To ensure the optimal ratio between learners and the faculty, the places offered are limited; therefore the selection can be subject to interviews and can be effected on the basis of the academic results. Candidates with a Bachelor's degree from a University of Applied sciences may be admitted with a study debt of 30-60 extra ECTS. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mdfc-academic-requirements

Career Opportunities

Students graduating from this programme will acquire:

- a strong foundation in communication skills as applied specifically to the fashion industry;
- the cutting edge tools to effectively and profitably interact in an omnichannel business environment;
- the cultural sensitivity needed to effectively communicate in a globalized market.

Professional opportunities for graduates are related to omnichannel communication management and strategy for the fashion industry in any type of company, from small start-ups to large international corporations. Graduates are prepared to work in functions like digital and social media marketing, brand development, e-Commerce management, advertising and PR support, and CSR coordination.

Contact

USI Università della Svizzera italiana
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+ 41 58 666 4795
studyadvisor@usi.ch

Study Programme

First semester	USI 30.0	DFC*: An Introduction Online Communication Design Digital Challenges in Marketing and Big Data Fashion Communication Sustainable Fashion Intercultural Communication Communication Law Brand Management Media Economics and Policy Data Analysis	3.0 3.0 3.0 4.5 1.5 3.0 3.0 3.0 3.0 3.0
Second semester	USI 30.0	DFC*: Conversations with Industry Experts Information Management and Retrieval Usability and Web Analytics e-Commerce and Cyber Security Augmented and Virtual Reality in Fashion and Tourism Visual Fashion Communication Argumentation in Fashion Communication Critical Consumer Behaviour Corporate Social Responsibility Global Consumer Culture	3.0 3.0 3.0 1.5 3.0 3.0 6.0 3.0 3.0
Third semester	Paris 1 30.0	DFC*: Social Media Communication and Fashion Blogging Heritage, Tourism, and Fashion Fashion Industry: A Global Perspective Social History of Fashion and Custom Study Tours** Electives*** (USI or Paris 1)	3.0 6.0 6.0 6.0 3.0 6.0
Fourth semester	USI or Paris 1 30.0	DFC* Lab Internship**** Master Thesis	3.0 9.0 18.0

Please be aware that slight changes in the study programme may occur.

* DFC:
Digital Fashion Communication

** Study Tours:
The trips are organised along the whole duration of the programme.

*** Electives:
Students are required to take a total of 6 ECTS in electives in either their third or fourth semester, and in whichever university they prefer.

**** Internship:
Students can do their internship during their third or fourth semester, and in whichever location they prefer (even outside Switzerland and France).

Electives and minors

Students are required to take a total of 6 ECTS in electives in either their third or fourth semester, and in whichever university (USI or Paris 1) they prefer.

List of recommended electives (USI)	Advertising and Consumer Representations Corporate Identity and Image Global Media Formats History of Media Management and Policy Issues and Crisis Management Multimodal Rhetoric Project Management	3.0 6.0 6.0 3.0 3.0 3.0 3.0
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Area sanitaria
Health Studies

**Communication, Management and Health
Cognitive Psychology in Health Communication**



Communication, Management and Health. The Università della Svizzera italiana, Switzerland, offers a Master in Communication Management and Health (CMH), a degree that will prepare you to grasp the complexity of the health sector and to pursue fulfilling and diversified careers in health. The purpose of the MCMH is to enable students to comprehend the health sector; learn the required analytical/methodological skills to better understand and interact with the health sector and its changes; acquire practical skills in communication and management appropriate for the health context.

Awarded Degree

Master of Science in Communication,
Major in Communication, Management and Health

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.-

Contact

www.usi.ch/mcmh
studyadvisor@usi.ch

Goals and Contents

MCMH offers a unique opportunity to have a focused and in depth programme in the health sector while at the same time gain a broad understanding of how business and marketing functions operate.

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

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.

The programme enables students to:

- Acquire specific skills in the health sector and at the same time get an education in business and marketing;
- Collaborate on on-going research projects commissioned by different stakeholders in the health domain (e.g. health promotion institutions, etc.).

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.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university, in the fields of Communication Sciences, Economics or other relevant disciplines.

Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mcmh-admission

Career Opportunities

The primary job market for candidates earning this degree is the marketing and communication functions of pharmaceutical, bio-tech, and insurance companies, and government and other organisations in the health sector where the combination of analytical skills and understanding of the health sector will provide a competitive advantage. The skills and knowledge obtained from the degree can also be used in many other areas such as communication, management, marketing and other market related functions. The ultimate goal of our master's programme is to combine academic excellence and practical experience to best prepare our students for their professional life.

Contact

USI Università della Svizzera italiana
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+ 41 58 666 4795
studyadvisor@usi.ch

Study Programme

First semester	Health Communication	6.0
	Research Methods in Health Communication	3.0
	Social Marketing	6.0
	Data Analysis	6.0
	Corporate Strategy	6.0
	Accounting	6.0
Second semester	Corporate Identity and Image	6.0
	Health Communication Law	3.0
	Global Corporate Communication	3.0
	Critical Consumer Behaviour	6.0
	Corporate Social Responsibility	3.0
	Electives	9.0
Third semester	Organisational Behaviour	6.0
	Industry & Institutions	3.0
	Perspectives: Stakeholders in the Swiss Health System	
	Interpersonal Communication in Health	3.0
	Efficacy of Health Communication via Media	3.0
	Qualitative Research Methods in Health Communication	3.0
	Epidemiology	3.0
	Health Policy	3.0
	Introduction to Public Health	3.0
Fourth semester	Field Project	9.0
	Thesis	21.0

Please be aware that slight changes in the study programme may occur.

Cognitive Psychology in Health Communication.

The Master in “Cognitive Psychology in Health Communication”, jointly offered by the Faculty of Communication of Università della Svizzera italiana (USI) and the Faculty of Psychology of Vita-Salute San Raffaele University of Milan (UNISR), presents a joint Master programme in Cognitive Psychology with an interdisciplinary training in neuroscience, health communication and management. The programme focuses on the intersection between the theoretical bases of cognitive psychology and those of communication applied to the context of health. Cognitive psychology is the study of all those mental processes which are relevant for behaviour, normal and pathological, including, among the many, communication, language, memory, perception, attention, problem solving. Students, who choose this curriculum will get an advanced theoretical background in neuroscience and modern psychology, will learn research methods in health communica-

Joint programme with
Università Vita Salute
San Raffaele.



tion and advanced statistical tools for the analysis of health frameworks, acquiring at the same time knowledge on organizational behaviour and management.

An additional goal of this programme is to familiarize students with the latest research and practice in these areas and to translate and use this knowledge in the context of health in today's diverse communities.

The Master's programme is designed to train students who will understand the causes of health-related behaviours and who will also be able to design new and effective interventions to prevent disease and promote health. The entire Master's programme takes advantage of synergies and complementarities between the two Universities, USI and UNISR, and offers excellent competences in teaching and research. This Master offers a high degree of innovation thanks also to the advanced technologies available on site in the two universities in terms of high-tech equipment, data centres, laboratories, and health facilities.

Awarded Degree

Master of Science Cognitive Psychology in Health Communication from Università della Svizzera italiana (USI) and Università Vita Salute San Raffaele (UNISR) equivalent to "Laurea Magistrale in Psicologia" (classe LM51)

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano
CHF 4'000.-

Contact

www.usi.ch/mphc
studyadvisor@usi.ch

Goals and Contents

The study programme promotes a cross-sectoral approach along IV semesters. Modules at USI and UNISR are subdivided in thematic modules that include compulsory and electives courses as it follows below. Elective courses and integrative training represent a flexible part of the programme allowing students to deepen either the clinical psychological aspects or to focus on health communication.

The programme includes 120 ECTS (minimum) with 61 compulsory ETCS in the Psychological Module, 12 compulsory ETCS in the Health Communication Module, 15 compulsory ETCS in the Management Module. Students must also acquire at least 8 ETCS of electives courses. Thesis (18 ETCS) and field project (6 ECTS) are compulsory and must focus on psychology.

The programme is organized in 4 semesters:

- The first semester covers mainly classes in Health Communication and Research Methods;
- The second semester covers topics in advanced Cognitive Psychology and Neuroscience;
- The third semester covers topics in Management, Strategy, Organizational Behavior, and other topics in the area of Health Communication.
- Along the fourth semester students will study selected topics in health and organizational psychology and conduct a field project (by companies, hospitals or by experimental labs) and write their Master Thesis under joint supervision of Faculties of UNISR/USI.

Language Requirements

This programme is entirely held in English. Applicants who are not native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR).

Student Profile and Admission Requirements

The formal requirement for admission to the Master's degree in Cognitive Psychology in Health Communication is a Bachelor's degree (Major) in Psychology granted by a recognized university. Up to 30 students will be admitted to the master's programme. Admission depends on the academic results of the candidate. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mphc-admission

Career Opportunities

Cognitive Psychology in Communication and Health is a rapidly growing field, which is often integrated into various fields of psychology, including social psychology, educational psychology, developmental psychology, clinical psychology, marketing and economics. We anticipate that graduates from the programme will work in research labs and institutes, clinics, and governmental health organizations, NGOs or other health domains, schools, notable companies. Furthermore, training in this Master programme is designed to produce students who can design novel and effective interventions to prevent disease and promote health.

Contacts

USI Università della Svizzera italiana
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+ 41 58 666 4795
studyadvisor@usi.ch

Study Programme

First semester	USI	Health Communication	6.0
		Social Marketing	6.0
		Research Methods	6.0
		Epidemiology and Experimental Design in Psychology	6.0
		Learning and Memory	6.0
Second semester	UNISR	Advanced Topics in Cognitive Psychology	6.0
		Decision Making: Theory and Application	9.0
		Advanced Methods and Statistical Models for Social and Psychological Sciences	4.0
		Advances in Behavioural Neurosciences	12.0
Third semester	USI	Organizational Behaviour	6.0
		Corporate Strategy	6.0
		Accounting	3.0
		Electives (max 9 ECTS)	
		Interpersonal Communication in Health	3.0
		Efficacy of Health Communication via Media	3.0
		Health Policy	3.0
Introduction to Public Health	3.0		
Fourth semester	UNISR	Health Psychology	6.0
		Organizational Psychology	6.0
		Electives (min 8 ECTS, max 21 ECTS)	
		Psychopathology	4.0
		Neuropsychology	4.0
	Developmental Psychology	2.0	
	Health Informatics in Psychology	4.0	
	UNISR	Integrative module (extra credits)	
		Psychiatrics and Clinical Psychology	7.0
	UNISR/USI	Integrative Training in Psychology	6.0
Field Project/Laboratories/Internship Thesis		6.0 18.0	

Please be aware that slight changes in the study programme may occur.

During the fall semesters (I and III), students will attend classes taught at USI, whereas courses in spring semesters (II and IV) will be taught at UniSR. Over the two years, students will be supported by an active tutoring service and will cumulate extra credits and integrative psychological training, participating in seminar activities, ongoing research projects, and laboratory activities, practical activities held at hospital San Raffaele and in neurology and psychology department at UNISR.

Area Media
Media

Media Management

Media Management.

The Master of Science in Media Management is offered by the Faculty of Communication Sciences at USI in Lugano. The full programme consists of 120 ECTS and lasts 2 years. This Master gives the chance to study fundamental aspects how media companies operate and to deepen the understanding of the managerial activities of such companies (economical structures, politics of the field, research, creation and building of products and services, legal management, etc.). The study programme involves also an analysis of the production and diffusion processes of editorial content of different kinds: newspapers, books, TV and radio programmes, films, online contents.

Awarded Degree

Master of Science in Communication, Major in Media Management

Application deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.– / Residents CHF 2'000.–

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.–

Contact

www.usi.ch/mmm

studyadvisor@usi.ch

Goals and Contents

The MSc in Media Management at USI Lugano aims to help media managers and business communicators enhance their professionalism and prepare themselves to meet the many challenges posed by a period of unprecedented changes to modern digital mass media. The course offers new graduates a rigorous foundation for a career in the media and communication industries examining the key drivers for increased competition in local, national and international media. The programme is directed to all students wishing to forge a career in media and to professionals in communications-related activities in commercial and non-commercial organizations of all types. The course helps enable current employees and managers at media outlets, communication businesses and relevant public and NGO authorities to critically analyze what they have been doing, identify what can be improved, and develop a more systematic and rigorous system of good practices in dealing with communications and media. In addition, anyone planning a career or having an interest in these essential and booming industries will find the programme a formidable foundation for future advancement. The MSc in Media Management examines key areas of media economics, digital convergence, strategic management, media law and copyright, digital publishing, as well as specialist modules on television, film and social media management. The course is taught by full time academics led by Professor Matthew Hibberd as well as professional managers with senior practical experience in media and communication industries.

Language Requirements

Admission to English-language graduate-level (Master) programmes at USI require a good command of the English idiom. Non-English native speakers applying for such programmes, or whose previous degree was obtained in another language, are required to provide an internationally acknowledged language certificate equal

to the B2 level, as defined by the Common European Framework of Reference for language learning (CEFR).

Special conditions are listed at page 10.

Student Profile and Admission Requirements

All students who obtained a Bachelor degree at an acknowledged university in communication, human and social sciences. Further information about admission can be found at:

www.usi.ch/mmm-admission

Career opportunities

The Master educates and prepares people that aim to work in media and communication companies and public institutions. In order to help students finding the best job opportunities for themselves, a crucial part of this academic programme is the internship. Internships aim at allowing students to get in touch with the professional world, in Switzerland and abroad, within professional environments that are consistent with the Master programme, in companies such as TV and radio broadcasters, news outlet etc. In the past, our students had an internship at: Twitter, Walt Disney, Bertelsman, MTV, Eurosport, Sky Italia, Mediaset, Locarno Film Festival, Mondadori, RSI, Italian Ministry of Foreign Affairs, Government of the Principality of Liechtenstein, Nestlè, IKEA, etc. In alternative to the internship and in order to broaden their scientific competences, students can attend an academic semester abroad or in Switzerland, in one of USI's partner universities. During this semester, students can integrate courses they attended in Lugano in the first two semesters with other subjects in media management.

Contacts

USI Università della Svizzera italiana

Servizio orientamento

+ 41 58 666 4795

studyadvisor@usi.ch

Study Programme

First semester 30.0	Media Economics and Policy	3.0
	History of Media Management	3.0
	The Network Society	3.0
	Orthodox and Critical Perspectives in Marketing	6.0
	Advertising and Consumer Representations	3.0
	Social Media Management	3.0
	Newsroom Management and Economics of Journalism	3.0
	Swiss Media System	3.0
	Accounting	
Second semester 18.0	Strategies and Markets of Digital Media	3.0
	Film Economics and Management	3.0
	Broadcasting Management	3.0
	Digital Publishing	3.0
	Digital Archives	6.0
	Argumentation in media	6.0
	International Strategic Management	3.0
	Media Regulation and Copyright	
Third semester 30.0	Elective courses	
Fourth semester 30.0	Internship	12.0
	Capstone Work	18.0

Please be aware that slight changes in the study programme may occur.



Area informatica
Informatics

Informatics

Software and Data Engineering

Artificial Intelligence

Management and Informatics

Financial Technology and Computing



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, and also a joint Master's degree in collaboration with the University of Milano-Bicocca.

Awarded Degree

Master of Science in Informatics

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade.

Contact

www.usi.ch/msi

studyadvisor@usi.ch

Optional joint programme with Politecnico di Milano and University of Milano-Bicocca



POLITECNICO
MILANO 1863



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.

Language Requirements

This programme is entirely held in English. Applicants who are not native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

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.usi.ch/msi-admission

Career Opportunities

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.

Contact

USI Università della Svizzera italiana
Study Advisory Service
41 58 666 4795

+ studyadvisor@usi.ch

Study Programme

The study programme consists of four semesters full-time study (120 ECTS). Students select 24 ECTS of foundational courses (over the two years) and 66 ECTS of electives based on their interests, plus a substantial Master's thesis (30 ECTS).

A specialisation can be obtained by writing the Master's thesis and taking 18 ECTS of courses in one of the following research areas:

- Computer Systems
- Geometric and Visual Computing
- Information Systems
- Programming Languages
- Theory and Algorithms

Semester	Course Category	Course Name	ECTS
Fall semester	Foundational Courses	Advanced Programming & Design	6.0
		Algorithms & Complexity	6.0
		Distributed Systems	6.0
		High Performance Computing	6.0
		Machine Learning	6.0
	Electives I	Advanced Networking	6.0
		Distributed Algorithms	6.0
		Mobile Computing	6.0
		Numerical Algorithms	3.0
		Software Performance	6.0
		User Experience Design	6.0
		Software Engineering	6.0
Electives II	Other courses from the Master programmes offered by the Faculty of Informatics		
Spring semester	Foundational Courses	Information Security	6.0
	Electives III	Advanced Computer Architectures	6.0
		Business Process Modeling, Management and Mining	3.0
		Compilers	6.0
		Computer Aided Verification	6.0
		Computer Vision & Pattern Recognition	6.0
		Data Analytics	6.0
		Geometric Algorithms	6.0
		Geometric Deep Learning	3.0
		Geometry Processing	6.0
		Information & Physics	3.0
Physical Computing	6.0		
Quantum Computing	6.0		
Robotics	6.0		
Electives IV	Other courses from the Master programmes offered by the Faculty of Informatics		
Fourth semester	Master Thesis*		30.0

Please be aware that slight changes in the study programme may occur.

* Master Thesis can be started in 3rd semester.



Software and Data Engineering.

Software plays a pivotal role in almost all aspects of our life, including transportation, communication, economy, and healthcare. We put trust in software to accomplish complex and vital tasks for us, such as managing our finances, sharing our family and friends' memories, diagnosing diseases, flying airplanes or driving cars. The complexity of these tasks, while becoming transparent to us, does not go away: it is distilled into the software our civilization depends on. Indeed, we are already in the era of ultra-large-scale software systems, composed by millions of code components interacting among them. In such a scenario, software cannot be understood without its data and data becomes valuable only thanks to the software analyzing it. In other words, software engineering aims at managing the complexity of software, keeping it under control. Data engineering focuses instead on how to collect, store, and process huge amounts of data, that can be analyzed to gather insights and support decision making activities. The master features courses taught by world's leading researchers of the Software Institute at the USI Faculty of Informatics.

Awarded Degree

Master of Science in Software and Data Engineering.

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade

Contact

www.usi.ch/msde

studyadvisor@usi.ch

Goals and Contents

The study programme is compounded of four modules: Software Engineering, Data Engineering, Electives, and Master thesis. The Software Engineering module embraces 42 ECTS and provides students with a deep knowledge of state-of-the-art techniques. Topics related to this module are software design, software quality and testing, software architecture, software performance, software analysis, and software analytics.

The Data Engineering module includes three courses (18 ECTS) teaching students techniques and tools to design and model data (1st semester), to convert data into information (2nd semester), and to transform information into knowledge useful to support decision making activities (3rd semester). The topics studied in the Software and the Data Engineering modules are continuously integrated through the whole course of study. This is done by devoting 18 ECTS to deal with both Software and Data Engineering with project based learning. The Electives module includes 6 ECTS, that the student can freely select from a given list of courses offered at the USI Faculty of Informatics based on his/her personal preference. Finally, the remaining 36 ECTS are dedicated to the MSc thesis. Students will use the 6 ECTS of the 3rd semester to visit the research groups of the Software Institute of the Faculty of Informatics and to prepare a thesis proposal. Then, they will work full time on the thesis in the 4th semester in the research group of their choice.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognised university in the field of Computer sciences or related disciplines. Students without a strong background in software engineering may be required to attend some additional courses.

www.usi.ch/msde-admission

Career Opportunities

Data is the new natural resource to be mined and exploited using software. Data analytics software provides actionable insights at the basis of continuous improvement and decision making processes. Such insights can be found by exploring large quantities of data, by asking the right questions and knowing how to reliably and efficiently find the appropriate answers. Students graduating in this Master will be highly specialized software and data engineers, able to fully understand and manage the complexity of modern software systems and of the sea of data surrounding them. Mastering how to effectively use software to deal with the data deluge is a key capability for any organization undergoing digital transformation efforts. Also, the demand for software and data engineers is currently very high and it is expected to grow even more in the near future. Besides the expected high employability in industry, graduated students will also represent the perfect candidate for pursuing a PhD degree at USI, by working in one of the research groups of the Software Institute.

Contact

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

Study Programme

First semester	S&DE Atelier: Design 101	6.0
	Software Design & Modeling	6.0
	Engineering of Domain Specific Languages	3.0
	Programming Styles	3.0
	Data Design & Modeling	6.0
	Electives 6.0	
	Software Engineering	6.0
	Advanced Networking	6.0
Second semester	Software Quality & Testing	6.0
	Software Architecture	6.0
	S&DE Atelier: Visual Analytics	6.0
	Information Modeling & Analysis	6.0
	Software Analysis	6.0
Third semester	Software Analytics	6.0
	Software Performance	6.0
	Knowledge Analysis & Management	6.0
	S&DE Atelier: Internet of Things	6.0
	Software & Data Engineering Seminar	6.0
Fourth semester	Master Thesis	30.0

Please be aware that slight changes in the study programme may occur.

Artificial Intelligence.

Artificial Intelligence (AI) is one of the most popular areas in computer science and engineering. AI deals with intelligent behavior, learning, and adaptation in machines, robots and body-less computer programmes. AI is everywhere: search engines use it to improve answers to queries, to recognize speech, to translate languages, email programmes use it to filter spam, banks use it to predict exchange rates and stock markets, doctors use it to recognize tumors, robots use it to localize themselves and obstacles, autonomous cars use it to drive, video games use it to enhance the player's experience, adaptive telescopes use it to improve image quality, smartphones use it to recognize objects/faces/gestures/voices/music, etc. People are discussing the possibility of super-intelligence and AI risks. Big players such as Google, Amazon, Baidu, Microsoft etc are investing billions in AI, and the AI-related job market is growing extremely rapidly.

In this exciting context the first AI master in Switzerland is offered in Lugano, profiting from the competences of the Faculty of Informatics and the Swiss AI Lab, IDSIA, Dalle Molle Institute for Artificial Intelligence, a common institute with SUPSI and one of the world's leading research institutes in this field. For example, in 2016, IDSIA got the Swiss Special ICT award for its bio-inspired research activities and one of the ten NVIDIA "Pioneers in AI research" awards.

Awarded Degree

Master of Science in Artificial Intelligence

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade

Contact

www.usi.ch/mai

studyadvisor@usi.ch

Goals and Contents

Artificial Intelligence may not only be the most exciting field in computer science, but of science in general. In fact, the best scientists of the future might even be AIs themselves. Hardware soon will have more raw computational power (CP) than human brains, since CP per cent is still growing by a factor of 100-1000 per decade. And there is no reason to believe that general problem solving software similar to that of humans will be lacking: there already exist mathematically optimal (though not yet practical) universal problem solvers developed at IDSIA. And existing highly practical (but not quite as universal) AI already learn from experience, outperforming humans in more and more fields. For example, biologically plausible deep/recurrent artificial neural networks are learning to solve pattern recognition tasks that seemed infeasible only 10 years ago. Examples: images, handwriting, traffic signs, since 2011 even with superhuman performance - no end in sight. Even creativity has been formalized such that it can now be implemented on machines. The current developments in IS may soon lead to the end of history as we know it (more), and as an IS master student you can become part of this revolution. Artificial Intelligence systems have knowledge, beliefs, preferences and goals, and they have informational as well as motivational attitudes. They observe, learn, communicate, plan, anticipate and commit. They are able to reason about other systems and their own internal states, to simulate and optimize their performance. AI systems react to dynamic situations adapting their capabilities through learning mechanisms, with a high degree of autonomy.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

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.usi.ch/mai-admission

Career Opportunities

Students graduating from this programme will develop a taste for working on complex problems. In their future careers they will be able to apply their knowledge in many interdisciplinary areas including robotics, business forecasting, intelligent search, video games, music and entertainment, chat bots, medical diagnostics, self-driving cars, to name a few.

Contact

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

Study Programme

In this master programme a wide variety of techniques will be taught, including intelligent robotics, artificial deep neural networks, machine learning, meta-heuristics optimization techniques, data mining, data analytics, simulation and distributed algorithms. The main courses are integrated with laboratory works where students have the possibility to use real robots and to practice with state of the art tools and methodologies. After the first few lectures of the basic Machine Learning course, AI master students will already know how to train self-learning artificial neural networks to recognize the images and handwritings to the right better than any other known method.

Please be aware that slight changes in the study programme may occur.

First semester	Core Courses	Machine Learning	6.0
	18.0	Deep Learning lab	3.0
		Algorithms & Complexity	6.0
		Numerical Algorithms	3.0
	Electives	Advanced Networking	6.0
	12.0	Cyber-security	3.0
		High-Performance Computing	6.0
		Introduction to Partial Differential Equations	6.0
		Mobile Computing	6.0
		Simulation & Data Sciences Seminar	3.0
		User Experience Design	6.0
Second semester	Core Courses	Computer Vision & Pattern Recognition	6.0
	24.0	Data Analytics	6.0
		Stochastic Methods	6.0
		Robotics	6.0
	Electives	Advanced Computer Architectures	6.0
	6.0	Business Intelligence and Applications	6.0
		CPS-Intelligence	6.0
		Geometric Algorithms	6.0
		Multiscale Methods	6.0
		Quantum Computing	6.0
		Software Atelier: Simulation, Data Science & Supercomputing	6.0
Third semester	Core Courses	Artificial Intelligence	6.0
	21.0	Distributed Algorithms	6.0
		Master Thesis	9.0
	Electives	Choose from the electives of the 1st semester	
	9.0		
Fourth semester	Core Courses	Geometric Deep Learning	3.0
	24.0	Master Thesis	21.0
	Electives	Choose from the electives of the 2nd semester	
	6.0		

Management and Informatics.
Many companies today have an acute shortage of professionals who can interface both complex information technology (IT) problems and the needs and requirements of a modern organization. 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.

Awarded Degree

Master of Science in Informatics and Economics, Major in Management & Informatics

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.– / Residents CHF 2'000.–

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.–

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade.

Contact

www.usi.ch/mmi

studyadvisor@usi.ch

Goals and Contents

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 specialized topics at the interface between management and informatics, such as enterprise resource planning. Since the programme 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. This full-time programme stretches over two years. It allows students to personalize 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 specialized 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 program.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speakers, or whose first degree was not taught in English, are required to provide an internationally recognized certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR).
Special conditions are listed at page 10.

Student Profile and Admission Requirements

Bachelor's degree granted by a recognized university in Informatics, Economics, Mathematics, Business, or Engineering. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mmi-admission

Career opportunities

Graduates from this Master will acquire a broad background in Informatics, allowing them to easily interact, on a technical level, with the IT department of an organization, both to evaluate technical proposals as well as to 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.

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. Graduates of the programme will find work in medium to large companies, as well as the public sector, both in Switzerland and abroad. Potential job profiles range from project management to consulting and include areas such as: evaluating the benefits, and managing the introduction, of a new technology into an organization; designing and implementing small and large scale IT systems; and consulting companies and customers regarding requirements and limitations of particular IT systems.

Contact

USI Università della Svizzera italiana

Study Advisory Service

+ 41 58 666 4795

studyadvisor@usi.ch

Study Programme

First semester			
Core Courses 12.0	Enterprise Resource Planning		6.0
	Enterprise Resource Planning Lab		3.0
	Project Management		3.0
Informatics track 18.0	Accounting		6.0
	Corporate Strategy		6.0
	Orthodox and Critical Perspectives in Marketing		6.0
Management track 18.0	Fundamentals of Informatics		6.0
	Introduction to Programming		6.0
	Probability & Statistics		6.0
Second semester			
Core Courses 12.0	Business Intelligence and Application		6.0
	Business Process Modeling, Management and Mining		3.0
	Operations Management		3.0
Informatics track 6.0	Decision Making		3.0
	Entrepreneurship: Theory and Practice		3.0
Management track 6.0	Databases		6.0
Electives 12.0	Critical Consumer Behaviour (ECO)		6.0
	Writing business plans (ECO)		3.0
	Human Resources Management (ECO)		3.0
	Innovation (ECO)		3.0
	International Business (ECO)		3.0
	Mergers and Acquisitions (ECO)		3.0
	Organizational Learning (ECO)		3.0
	Service Design Marketing (ECO)		3.0
	Data Analytics (INF)		6.0
	Information Security (INF)		6.0
	Physical Computing (INF)		6.0
	Robotics (INF)		6.0
	Software Architecture (INF)		6.0
	Software Quality & Testing (INF)		6.0
Mobile Computing (INF)		6.0	
Third semester			
Core Courses	Six Sigma		6.0
	Capstone Work	Field Project	12.0
Electives 12.0	Analytical Thinking (ECO)		3.0
	Business Dynamics (ECO)		3.0
	Digital Challenges in Marketing and Big Data (ECO)		3.0
	Organizational Design & Change (ECO)		3.0
	Distributed Systems (INF)		6.0
	Machine Learning (INF)		6.0
	User Experience Design (INF)		6.0
Fourth semester			
Capstone Work 18.0	Master Thesis		18.0
Electives 12.0	Choose from the electives of the 2nd semester		

Please be aware that slight changes in the study programme may occur.

Financial Technology and Computing. Informatics has silently revolutionized banking and finance. Not only is modern banking entirely run by software - newly developed cryptocurrencies (Bitcoin) and form factors (mobile phones) are also shaking up the finance industry. From algorithmic trading to robo investing, from crowdlending to mobile payments - with a degree in Financial Technology and Computing you will be well positioned to be part of these exciting developments. As one of the world's foremost centers for finance, Switzerland is at the forefront of the new Fintech industry.

Accredited by



Awarded Degree

Master of Science in Informatics and Economics,
Major in Financial Technology & Computing

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

Residents CHF 2'000.- / international CHF 4'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade

Contact

www.usi.ch/mft

studyadvisor@usi.ch

Goals and Contents

The Master of Science in Financial Technology and Computing has been designed to provide graduates with a strong background in informatics with the necessary tools and skills for understanding core challenges in finance while, at the same time, learn about the advanced technology that is needed to drive the next generation finance services. This Master offers a highly challenging programme that delivers key skills in a novel interdisciplinary domain. A two-tiered structure starts students off with a set of well-balanced core courses from both informatics and finance in the first year, followed by a broad set of electives that can be chosen in the second year, according to personal interests and abilities. A fourth semester Master's thesis can then be done either within the context of a university research group, or in collaboration with industry embedded in our Fintech Laboratory. Since English is the sole teaching language, graduates are well-prepared to work in international companies in Switzerland and beyond.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

Student Profile and Admission Requirements

The formal requirement for admission is a Bachelor's degree in Computer Sciences granted by a recognized university. However, all admissions will be treated on a case by case basis. Students with a Bachelor's degree in related engineering disciplines (e.g., electrical engineering) may be required to take additional course debits. Students with other degrees may be admitted - with debits - on a case by case basis as well.

Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mft-admission

Career Opportunities

The primary labor market for graduates of the programme is to be found in small Fintech startups, medium to large companies in the finance sector (e.g., banks, insurers, hedge funds), as well as the public sector, both in Switzerland and abroad.

Many existing financial companies struggle to keep up with recent developments in finance technology and thus are in great need of informatics professionals who have a thorough understanding of finance. Potential job profiles range from system architect to system developer to service designer to financial consultant. With an MFT master from USI, students will be able to help banks, trading companies, and insurers master this new reality, or, alternatively, be well positioned to challenge existing players with their own startup.

Contact

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

Study Programme

This full time programme stretches over two years. It allows students to personalize their study curricula according to their interests. The core skills are acquired in the first two semesters. The third semester is dedicated to more specialized courses and electives that can be chosen according to the students' preference.

First semester 30.0		Capital Markets*	6.0	
		Financial Econometrics*	6.0	
		Financial Modelling*	6.0	
		Distributed Systems	6.0	
		High-Performance Computing	6.0	
Second semester	Core Courses 24.0	Data Analytics	6.0	
		Compilers Construction	6.0	
		Information Security	6.0	
		Risk Management*	6.0	
	Electives 6.0	Financial Intermediation*	6.0	
		Derivatives* (required for "Advanced Derivatives" in year 2)	6.0	
	Third semester 30.0	Core Courses 12.0	Asset Pricing for Fintech	3.0
			Advanced Blockchain and Consensus Protocols	3.0
			Artificial Intelligence	6.0
		Electives 18.0		
Other courses from the Master programmes offered by the Faculty of Informatics			Informatics	
			Advanced Networking	6.0
			Distributed Algorithms	6.0
			Enterprise Resource Planning	6.0
			Machine Learning	6.0
			Mobile Computing	6.0
		Software Performance	6.0	
		User Experience Design	6.0	
		Validation and Verification	6.0	
	Other courses from the Master programmes offered by the Faculty of Economics	Finance		
		Advanced Derivatives*	3.0	
		Asset Pricing II	3.0	
		Financial Engineering*	6.0	
		Fixed Income Markets*	6.0	
	Marketing Research	6.0		
	Project Management	3.0		
Fourth semester		Master Thesis (research or applied)	30.0	

Please be aware that slight changes in the study programme may occur.

* To obtain the SFI accreditation, students have to achieve 45 ECTS among these courses.

Area scienza
computazionale
Computational
Science

Computational Science



Computational Science.

Take advantage of 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, data engineering 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 super-computers. 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 data engineering and science applications.

Optional joint programme with FAU Erlangen-Nürnberg, Germany.



Awarded Degree

Master of Science in Computational Science

Application Deadline

April 30th / June 30th depending on the nationality of the applicant.

Tuition per semester

International CHF 4'000.- / Residents CHF 2'000.-

Duration

4 semesters (2 years) - 120 ECTS

Scholarships

Fondazione per le Facoltà di Lugano

10 study grants for Faculty of Informatics, covers first year of tuition, renewable according to grade

Contact

www.usi.ch/mcs

studyadvisor@usi.ch

Optional joint programme with FAU Erlangen-Nürnberg, Germany

Students can obtain a double Master's degree in Computational Engineering from FAU Erlangen-Nürnberg, another leading European university, by attending one or two semesters at USI Lugano and FAU Erlangen-Nürnberg in Germany.

Goals and Contents

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.

Language Requirements

This programme is entirely held in English. Applicants who are non-native English speaker or whose first degree was not taught in English, are required to provide an internationally recognised certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR). Special conditions are listed at page 10.

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. The master programme is designed to allow students to pursue studies both in Computer Science and in an engineering or science field of their choice. A good mathematical background is essential. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mcs-admission

Career Opportunities

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 data and software engineering, environmental engineering, financial services, chemical and pharmaceutical R&D. It is also a strong asset for a PhD in computational science.

Contact

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

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.

Please be aware that slight changes in the study programme may occur.

First semester	Mandatory 30.0	High Performance Computing Introduction to Partial Differential Equations Numerical Algorithms Statistic Introduction to Ordinary Differential Equations Software Tools in Computational Science	6.0 6.0 6.0 3.0 3.0
Second semester	Mandatory 24.0	Software Atelier: Simulation, Data Science & Supercomputing Multiscale Methods Advanced Discretization Methods Stochastic Methods	6.0 6.0 6.0 6.0
	Elective 6.0	Advanced Computer Architecture Geometric Algorithms USI-CSCS Summer School on Effective High Performance Computing	6.0 6.0 6.0
Third semester	Mandatory 30.0	Machine Learning Preparation Master's Thesis Bioinformatics Deep Learning Lab Molecular Dynamics and Monte Carlo Methods	6.0 6.0 6.0 6.0 6.0
Fourth semester	Mandatory 24.0	Master Thesis	24.0
	Electives 6.0	Choose from the electives that are offered in the Spring semester e.g. Data Assimilation Fast Solvers Node-Level Performance Engineering Simulations Using Particles: from DNA to the Universe	3.0 3.0 3.0 3.0

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