

Università
della
Svizzera
italiana

Master

2019/20



Master

Università della Svizzera italiana

Via Buffi 13

6900 Lugano

Svizzera

+ 41 58 666 4795

www.usi.ch/master

www.usi.ch

Indice

4 **Benvenuto**

6 **USI Università della Svizzera italiana**

Informazioni generali

10 I master USI
10 Crediti di studio
10 Requisiti di ammissione
11 Termine per l'iscrizione
12 Tasse
12 Borse di studio
12 Maggiori informazioni

13 **Calendario accademico**

14 **Porte aperte**

15 **Contatti**

Master

19 Architettura
23 Lingua, letteratura e civiltà italiana
27 Philosophy
32 Finance
35 Financial Communication
41 International Tourism
46 Economia e politiche internazionali
49 Economics
52 Public Management and Policy
58 Management
62 Marketing and Transformative Economy
66 Corporate Communication
71 Digital Fashion Communication
77 Communication, Management and Health
80 Cognitive Psychology in Health
Communication
86 Media Management
93 Informatics
97 Software and Data Engineering
100 Artificial Intelligence
104 Management and Informatics
107 Financial Technology and Computing
113 Computational Science

Index

Welcome

USI Università della Svizzera italiana

General Information

USI Masters
Credits
Admission Requirements
Applications Deadline
Tuition Fees
Scholarships
Further Information

Academic Calendar

Open Days

Contact

Masters

Architecture
Lingua, letteratura e civiltà italiana
Philosophy
Finance
Financial Communication
International Tourism
Economia e politiche internazionali
Economics
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

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 dal conseguimento del diploma 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

Economics

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

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

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.

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.

*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

*C1 level:

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

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 2019, 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 2019. 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 2019

Fall Semester 2019

16.09.2019	Inizio dei corsi	Term begins
20.12.2019	Fine dei corsi	Term ends
13-31.01.2020	Esami, sessione invernale	Exams, winter session

Semestre primaverile 2020

Spring Semester 2020

17.02.2020	Inizio dei corsi	Term begins
10-17.04.2020	Vacanze pasquali	Easter holidays
29.05.2020	Fine dei corsi	Term ends
08-27.06.2020	Esami, sessione estiva	Exams, summer session
01-12.09.2020	Esami, sessione autunnale	Exams, autumn session



Porte aperte

Master info day: marzo 2019

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: novembre 2019

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 2019

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: November 2019

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
Svizzera

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

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 / June 1st depending on the nationality of the applicant and on the university credentials.

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 Requirement

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	15.0	Second semester	15.0	Third semester	15.0
Design Studio Paper*	5.0	Design Studio Paper*	5.0	Design Studio 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 Fabrication	2.5
Modern and Contemporary Aesthetics	2.5	Integrated Computational Tools	2.5
20th Century Architectural Heritage	2.5	20th Century Interiors	2.5
Architecture on Display	2.5	Lighting in 20th-Century Architecture	2.5
Museology and Museography	5.0	Historical-Humanistic Facultative Courses	
Styles and Techniques of Cinema	2.5	Methods and Techniques of Architectural Restoration	2.5
The Bauhaus: A Conceptual Model	2.5	The Lesson of Louis Kahn	2.5
Fiscal City / Social City	2.5	Architecture in Ticino (1945-2000)	2.5
Architects and the Urbanization Process	2.5	Forms of Housing	2.5
Tectonics of the Landscape	2.5	Modern Architecture and Urban Climate	2.5
Urban Geography	2.5	Scenography	2.5
Urban Strategies: Projects and Effects	2.5	Building an Empire: Roman Architecture	2.5
Aesthetics and Ethics of Landscape and Garden	2.5	Lexicon of Architectural Critique	2.5
Technical-Scientific Optional Courses**		Elements of History and Theory of Photography	2.5
Construction Techniques of the 20th Century	2.5	Why History?	2.5
Sustainability Lab	2.5	Los Angeles and its Architecture (1900-1970)	2.5
Sustainable Strategies	2.5	Artworks in Architecture	2.5
Leadership in Architecture	5.0	Gothic and its Reception	2.5
Structures and Mathematics in Dialogue	2.5	Mobile Objects: Re-using Building Material	2.5
Integrated Digital Tools	2.5	To Modernize or to Ecologize?	2.5
Instruments and Methods of Analysis of 20th Century Architecture	2.5	Gothic and Renaissance in the Duchy of Milan	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	Philosophies and Architectures of Memory	2.5
		Modern Architecture in Latin America	2.5
		Representing the Collective	2.5
		Who Do the Alps Belongs to?	2.5
		Intro to Africa	2.5
		Spatial Development	2.5
		The European Cities in the 19th Century	2.5
		Workshop: Protection of the Architectural Heritage	2.5
		Workshop: Building Reality	5.0
		Workshop: Filming Architecture	2.5
		Workshop: Photography as a Negotiation Space	2.5

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 per gli studenti del Master in Lingua, letteratura e civiltà italiana che coprono la tassa annuale e che sono rinnovabili.

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. Mandelstam, 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 Argomentazione 3.0 Retorica e stilistica 3.0 Storia della lingua italiana 3.0 Linguaggi della poesia moderna 3.0 Letteratura Letteratura del Settecento e del primo Ottocento 3.0 Letterature comparate 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 Storia delle rappresentazioni dello spazio (Geografia storica) 3.0 Storia della fotografia 3.0
Secondo semestre	
Crediti obbligatori 21.0	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 Letteratura del Rinascimento 3.0 Letteratura dell'Età barocca 3.0
Crediti a scelta	Arti/Storia/Civiltà Il testo in scena 3.0 Filosofia latina e lessico intellettuale europeo 3.0 Dottrine politiche 3.0 Storia del pensiero ebraico del Medioevo e del Rinascimento 3.0
Terzo semestre	
Crediti obbligatori 21.0	Lingua e letteratura Costruzione di testi 3.0 Letteratura e libri di testo 3.0 Letterature regionali e tradizioni europee 3.0 Letteratura italiana 6.0 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 3.0-6.0 Arti/Storia/Civiltà Didattica dell'italiano L2 3.0 Storia comparata delle tradizioni museografiche europee 3.0 Il cinema documentario del dopoguerra: cultura e magia nelle periferie italiane 3.0 Digital Archives 3.0
Quarto semestre	
Crediti a scelta	Linguistica pragmatica 3.0 Analisi del prodotto cinematografico 3.0
	Tesi 3.0

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. 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

Fall Semester intake: April 30th / June 30th depending on the nationality of the applicant.

Spring Semester intake: November 1st / January 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

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. For more information please refer to the webpage

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
	Middle East Mediterranean OR	6.0
	The Pragmatics of Argumentation	3.0
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
	Dottrine politiche OR	6.0
	Philosophy of Physics	6.0
	Middle East Mediterranean OR	6.0
Normativity, Time, and Communication	3.0	
Third semester	Ancient Philosophy III	3.0
	Medieval Philosophy III	3.0
	Logic I	3.0
	Masterclass I	3.0
	The Pragmatics of Argumentation Thesis (part I)	3.0 15.0
Fourth semester	Philosophy of Mind	3.0
	Metaphysics I	3.0
	Metaphysics II	3.0
	Language and Mind	3.0
	Masterclass II	3.0
	Masterclass III	3.0
	Philosophy and Artificial Intelligence	3.0
	Logic II	3.0
	Normativity, Time, and Communication	3.0
	Thesis (part II)	3.0

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

Area finanza
Finance

Finance
Financial Communication
Financial Technology and Computing*

* Vedi pagina 107
See page 107

Finance.

The Master in Finance (MSc) at USI equips you with a solid background in financial principles and tools to excel in your career in finance, be it in quantitative analysis, banking, or financial technology. You will learn how to analyse financial markets, use and structure financial products, and value and devise investment opportunities. Our graduates occupy rewarding positions in financial and academic institutions worldwide. You will enjoy innovative, learned-centred teaching 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 specialise according to your interests, USI takes great pride in keeping their course offering cutting-edge and up-to-date at the pulse of the financial system. The success of the programme is testified by the recent Financial Times ranking that places the Master in the top-40 worldwide of its field. The Master in Finance is run in partnership 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 in the 4th semester.

Scholarships

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mfin

studyadvisor@usi.ch

The programme is accredited by the Swiss Finance Institute



Goals and Contents

The Master in Finance at USI offers preparation for a successful career in a fast-moving 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 organised in three minors (streams): Quantitative Finance, Banking and Finance, and Digital Finance. Courses in the first semester are shared across all minors. They are aimed at providing the students with the foundation of finance, statistics, programming, and accounting. They are a basis for all subsequent courses and allow students to identify their personal interests and strengths. When entering the second semester, students choose the minor they want to specialise in. The second semester is then dedicated to core courses, establishing the foundations of Quantitative Finance, Banking and Finance, and Digital Finance. In the third semester, half of the ECTS (15) are from core (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 customise their curricula according to their individual interests and professional goals. The Master degree is obtained after fulfilment of the 90 ECTS from the courses in the minor. Students may also decide to prolong their stay in the programme for one additional semester, where they can make first experience with research through the master thesis, which awards additional 30 ECTS. Alternatively, students may gain first-hand industry experience through an internship.

Language Requirements

This programme is entirely taught in English. Applicants who are non-native English speakers 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 on page 10.

Student Profile and Admission Requirements

A bachelor's degree in Economics or related disciplines granted by a recognised university. 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 outside the EU and EFTA) 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 relations with the Swiss and global 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 a position in all areas of finance, including advisory services and consulting, asset management, investment banking, and private wealth management. Further, the new 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's commitment towards helping graduates in their job search is testified by its high placement records. The Master's Alumni have found highly rewarding positions in the financial industry within just a few months after graduation, or even before. The Career Service has extensive experience and strong relationships with employers and organises 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 Accounting	3.0
Financial Econometrics	6.0	Corporate Finance	6.0
Programming I	3.0	Investments	6.0
Second semester			
Minor in Quantitative Finance			
Risk Management	6.0	Numerical Methods	6.0
Programming II	3.0	Financial Intermediation	6.0
Arbitrage Pricing	6.0	Trading and Market Microstructure	3.0
Minor in Banking and Finance			
Financial Statement Analysis	3.0	Corporate Banking	6.0
Financial Intermediation	6.0	Banking Strategies and Wealth Management	6.0
Derivatives	6.0	Introductory Corporate Governance	3.0
Minor in Digital Finance			
Risk Management	6.0	Trading and Market Microstructure	3.0
Programming II	3.0	Machine Learning	6.0
Blockchains & Digital Currencies	3.0	Financial Intermediation I	3.0
Arbitrage Pricing	6.0		
Third semester			
Minor in Quantitative Finance			
Alternative Investments	3.0	Advanced Derivatives*	3.0
Structured Products	6.0	Advanced Corporate Finance*	6.0
Fixed Income Markets	6.0	Macroeconomics I and II*	6.0
Advanced Statistics*	6.0	Global Investment Research*	6.0
Financial Modeling*	6.0	Field Project*	9.0
Financial Engineering*	6.0		
Minor in Banking and Finance			
Financial Modeling	6.0	Advanced Derivatives *	3.0
Advanced Corporate Finance	6.0	Law, Financial Regulation & Compliance*	3.0
Advanced Corporate Governance	3.0	Structured Products*	6.0
Advanced Statistics*	6.0	Global Investment Research*	6.0
Alternative Investments*	3.0	Fixed Income Markets*	6.0
Financial Engineering*	6.0	Field Project*	9.0
Minor in Digital Finance			
Digital Challenges in Marketing and Big Data	3.0	Advanced Derivatives*	3.0
Alternative Investments	3.0	Advanced Corporate Finance*	6.0
Launching FinTech Ventures	3.0	Structured Products*	6.0
Data Analytics for Finance	6.0	Global Investment Research*	6.0
Financial Modeling*	6.0	Fixed Income Markets*	6.0
Financial Engineering*	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.

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

The primary job market for candidates earning this degree are: the private banking and wealth management sector, where the integration of solid financial knowledge with communicative and legal skills will constitute a competitive advantage; the financial communication area of business enterprises, where in-depth expertise is needed to organize and manage numerous strategic communications (investor relations, roadshow marketing, financial reporting, media relations support); consultancy firms in investors relations and other financial communications, where a wide array of services is offered especially to listed companies, like consultancy and coaching, market transaction communications (M&A, IPO, etc.), shareholders engagement solutions (proxy solicitations, capital raising support, institutional investors canvassing, etc.).

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
		Essentials of Corporate Finance	6.0
		Communication Law	3.0
		Communication Strategies in Financial Disclosure	3.0
		Corporate Strategy	6.0
		Digital Corporate Communication	3.0
		Financial Accounting	3.0
Second semester	Core Courses	Argumentation in Finance	6.0
		Investor Relations	3.0
		Financial Intermediation	6.0
		Financial Communication Law	3.0
		Banking Strategies and Wealth Management	6.0
		Corporate Social Responsibility and Socially Responsible Investment	3.0
		Introductory Corporate Governance	3.0
Third semester	Electives in Finance and Banking	Advanced Corporate Governance	3.0
		Investments	6.0
		Alternative Investments	3.0
		Programming in Finance I	3.0
		Advanced Corporate Finance	6.0
		Financial Law	3.0
	Electives in Communication and Management	Brand Management	3.0
		Customer Experience Design	3.0
		Digital Challenges in Marketing and Big Data	3.0
		Media Relations	3.0
		Multimodal Rhetoric	3.0
		Online Communication Design	3.0
		Social Media Management	3.0
		The Network Society	3.0
Transmedia Narratives	3.0		
User Experience Design	3.0		
Fourth semester		Private Banking Industry Seminar	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.
Would you like to shape the sustainable future of travel and tourism?

The International Tourism industry needs skilled and creative managers who...

- understand how to tackle sustainability challenges of tourism impacts on societies
- master various ways of critical thinking needed for solving complex problems
- change quickly between perspectives of tourists, residents, and service providers
- ...to create a sustainable future of travel and tourism.

Would you like to master...

- communication and business skills specifically applied to the international tourism industry?
- cutting-edge tools to successfully interact in an ever more digital tourism environment?
- the intercultural sensitivity to start a high-level career in the globalized tourism market?

Awarded Degree

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

Application Deadline

Fall Semester intake: April 30th / June 30th depending on the nationality of the applicant.

Spring Semester intake: November 1st / January 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

Fondazione per le Facoltà di Lugano

CHF 4'000.-

Contact

www.usi.ch/mt

studyadvisor@usi.ch

Goals and Contents

Highlights of the Master in International Tourism programme:

- Gain practical hands-on experience in tourism at university level: various Labs, international study trips, eTourism and business travel conferences, Study Tour week to a European city destination, tourism internship, applied team projects, company visits, Tourism Capstone Project.
- Sharpen essential interdisciplinary & soft skills: acquire toolkits of Economics, Communication Sciences, and International Relations, specialize in your Minor in eTourism or Minor in Management, benefit from intercultural communication training.
- Grow personally and professionally thanks to direct & individual support: small intercultural classes (< 30 students), individual attention of professors, dedicated Career Service.
- Develop your talent with international expert Faculty & leading tourism practitioners: international Faculty with work experience from all around the world, learn directly from our Alumni in the Tourism Career Lab, guest lectures by leading tourism practitioners, direct access to the Swiss community of tourism professionals.

The Master in International Tourism is deeply involved in the UNESCO Chair in ICT to develop and promote Sustainable Tourism in World Heritage Sites – hosted at USI Lugano – through teaching, research projects, internships, and Master thesis opportunities.

Be part of the Master in International Tourism to shape the sustainable future of travel and tourism.

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, Business Administration, Communication Sciences, Political Science and International Relations, Transportation Science, Social Sciences, Language and Literature, Tourism, or other related fields. Further information for applicants graduating from a University of Applied Sciences is available online:

www.usi.ch/mt-academic-requirements

Career Opportunities

The Master in International Tourism is preparing you to work in various functions within tourism businesses and equipping you for a high-level career in the International Tourism industry in:

- Destination Management & Marketing organizations
- Transportation & Accommodation providers
- Business Travel management
- Event Management & Conferences
- (Online) Tour Operators
- Research & Consultancy
- Governments, NGOs & Tourism Industry Associations

USI has excellent career placement records: 92.9% of USI graduates are employed within 1 year after graduation.

Read the Career Stories of our International Tourism Alumni on

www.usi.ch/mt

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 Lab	3.0	
	Event Management	3.0	
	Intercultural Communication	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	4.0	
	Second semester 33.0	Advanced Data Analysis in Tourism	3.0
Aviation Management		3.0	
Business Travel Management		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 Sustainable Development		3.0	
UNESCO World Heritage and Tourism		3.0	
Electives (3.0-6.0)	Minor in eTourism (Digital Marketing / Digital Communication): Usability and Digital Analytics Augmented and Virtual Reality E-Commerce and Cyber Security	3.0 1.5 1.5	
Third semester 27.0	Accounting	6.0	
	Architecture and Tourism	3.0	
	Corporate Strategy	6.0	
	International Tourism Marketing	3.0	
	Risk and Crisis Management in Tourism	3.0	
	Tourism Career Lab	3.0	
	Tourism Service Management	3.0	
	Electives (6.0-12.0)	Minor in eTourism (Digital Marketing / Digital Communication): Digital Challenges in Marketing and Big Data Online Communication Design UNESCO Chair Summer School IFITT Master Class on eTourism	3.0 3.0 1.5 1.5
		Minor in Management: Negotiation Organisational Behaviour Project Management	3.0 6.0 3.0
	Fourth semester 33.0	Tourism Consultancy Project*	12.0
Internship**		6.0	
Study Tour		5.0	
Electives: World Challenges Programme		6.0	
Thesis		12.0	

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

* You can choose between the Master Thesis, or the Tourism Consultancy Project which includes a small individual thesis on the project.

** You can do the internship during the 4th Semester, or between the 2nd and 3rd Semester.

Area economia
politica
Political Economy

Economia e politiche internazionali
Economics
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 da parte della Direzione, anche di candidati provenienti da percorsi universitari diversi. In tali casi, è dato accesso con debiti formativi da recuperare prima o durante il percorso formativo. Si invitano tutti gli interessati ad inviare comunque la propria candidatura, che verrà valutata anche in base ai contenuti economici, politici e giuridici del percorso universitario di provenienza. Maggiori informazioni per candidati provenienti 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 partecipanti). La selezione degli studenti avviene sulla base del curriculum. A parità di curriculum, le domande pervenute con anticipo hanno la priorità. Per completare le procedure di immatricolazione presso l'Università Cattolica nel secondo semestre, i titoli di studio conseguiti presso Università non italiane dovranno essere accompagnati dalla relativa Dichiarazione di Valore rilasciata dalla Delegazione Diplomatica Italiana nel Paese/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	Major Political-Economic Institutions and Actors in the Modern Global Economy	2.0
Analisi dei mercati internazionali e rischio Paese	2.0	Il crimine organizzato internazionale tra economia e politica	1.0
Economia dei conflitti e relazioni economiche globali	2.0	Analisi delle politiche pubbliche	2.0
Strategic Thinking	1.0	Politiche pubbliche dell'Unione Europea	1.0
Economia dei mercati emergenti e rischio Paese	2.0	Elementi di politica comparata	1.0
Area istituzionale	7.0	Geopolitics in Transforming Order	
Istituzioni e mercato interno dell'Unione Europea	2.0	Rise of China and Transformation of World Politics	1.0
Diritto umanitario	1.0	International Relations of the Middle East	1.0
Diritto del mercato dei capitali	1.0	Gulf Security Complex: Challenges and Changes	1.0
Elementi di contrattualistica e regolazione degli investimenti internazionali	2.0	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
-------	------	------	------

Il piano di studi può essere soggetto a cambiamenti.

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

Economics.

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 a professional economist in the private or public sector. To optimally prepare for different career paths, the students have the option to acquire additional programming skills (minor in data science) or additional tools relevant for public policy analysis (minor in public policy). The master will also drive interested students into a Ph.D programme.

Awarded Degree

Master of Science in Economics

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/me
studyadvisor@usi.ch

Goals and Contents

The Master of Science in Economics (ME) 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. Due to the skills acquired during the master, the ME is also a pathway to higher studies in Economics and Economic Policy.

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

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/me-admission

Career Opportunities

The Master in Economics provides the foundations for a successful career as an applied economist. Due to the rigorous coursework in microeconomics, econometrics and macroeconomics, combined with knowledge in more specialized areas, national as well as international organizations alike will have a strong interest in hiring ME-students. Next to the possibilities offered by the private/public sector, the students are well prepared for continuing education in form of a Ph.D.

Contact

USI Università della Svizzera italiana
Study Advisory Service

+ 41 58 666 4795
studyadvisor@usi.ch

Study Programme

First semester	Core Courses 27.0	Microeconomics I Microeconomics II Macroeconomics I Macroeconomics II Microeconometrics I Microeconometrics II Industrial Organization I Political Economy and Public Finance I Political Economy and Public Finance II	3.0 3.0 3.0 3.0 3.0 3.0 3.0 3.0
	Electives 3.0	Minor in Public Policy Industrial Organization II Minor in Data Science Programming I	3.0 3.0
Second semester	Core Courses 21.0	Public Policy Analysis Quantitative Methods for Policy Evaluation Topics in Labor, Public and Development Economics Introduction to Institutions and Economics of Pensions and Aging Globalization, Development and Migration International Fiscal System Managerial Economics II	3.0 6.0 6.0 3.0 3.0 3.0 3.0
	Electives 9.0	Minor in Public Policy Pension Economics and Finance Local Public Finance Managerial Economics II Minor in Data Science Programming II Databases	3.0 3.0 3.0 3.0 6.0
Third semester		Minor in Public Policy Health Policy Economics of Well-Being Internship or Electives Minor in Data Science Machine Learning Internship or Electives Thesis	3.0 3.0 6.0 6.0 6.0 6.0 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 an 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

u^b

**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	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	Statistical 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		
		Business Dynamics	3.0	
		Economia del settore non profit	3.0	
		Health Policy	3.0	
Project Management	3.0			
Area della Comunicazione				
Newsroom Management and Economics of Journalism	3.0			
International Relations and Tourism	3.0			
Statut de l'information publique	3.0			
Argumentation in Conflict Resolution	3.0			
Public Affairs	3.0			
Fundamentals in Public Communication	3.0			
Online Communication Design	3.0			

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 104
See page 104
** 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		
		Orthodox and Critical Perspectives in 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	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 Behavior		6.0		
	Sustainable Management		3.0		
	Introductory Corporate Governance		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			
Digital Challenges in Marketing and Big Data		3.0			
Lean Six Sigma		6.0			
Applied Social Entrepreneurship		3.0			
Business Dynamics		3.0			
Business Analytics		3.0			
Social Innovation		3.0			
Leadership/Teams		3.0			
Business Ethics		3.0			
Writing Business Plan	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
		Innovation	3.0
	Third semester	Mergers and Acquisitions	3.0
		International Business	3.0
Organization and Human Resources Management	Second semester	Business Dynamics	3.0
		Writing Business Plan	3.0
	Third semester	Decision Making	3.0
		Human Resources Management	3.0
Socially Responsible Management	Second semester	Organizational Learning	3.0
		Organizational Design and Change	3.0
	Third semester	Analytical Thinking	3.0
		Leadership/Teams	3.0
Socially Responsible Management	Second semester	Introductory Corporate Governance	3.0
		Sustainable Management	3.0
	Third semester	Social Innovation	3.0
		Applied Social Entrepreneurship	3.0
		Business Ethics	3.0
		Corporate Social Responsibility	3.0

Marketing and Transformative Economy. The Master in Marketing and Transformative Economy is not just another Master in Marketing. Its ambition is to offer established marketing wisdom and practice, and expand them further. First, the Master brings marketing aims beyond customer satisfaction, to cater to individual and collective well-being. This allows marketers to pursue new business opportunities by improving customers' economic as well as emotional, environmental, physical, and psychological well-being. Second, traditional marketing just focuses on market systems. This programme also covers new exchange systems, including access-based, circular, gift, and sharing economy, which have fostered gratuity, indirect reciprocity, and use as an alternative to ownership. Last, marketers are today confronted with conflicting expectations (e.g., craftsmanship/mass-production, exclusivity/accessibility, proximity/global reach, human-touch/technological mediation). The Master tackles these challenges, by enriching economic thinking with cultural and social understanding. In sum, these substantial innovations provide students with unique, up-to-date knowledge and expertise to make marketing professions transformative for economy and life.

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 execution 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 on 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
		Organisational 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 Statistical Data Analysis	6.0
Third semester 30.0	Electives 30.0	Students who choose to pursue the semester at USI may pick courses freely from a rich portfolio of electives, as well as from courses offered in other Master's programmes.	
		The Master's portfolio of electives is organized in the four thematic areas listed on the following page. Students, if they wish, can earn a specialisa- tion by selecting 18 ECTS within the same thematic area.	
Fourth semester 30.0	Work experience Capstone	Internship or Field Project	12.0
		Thesis	18.0

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

Specialisations

During the third Semester, students can choose from a rich selection of elective courses as well as from courses offered in other Master's programmes. The Master's portfolio of electives is organized in the four thematic areas listed below. Students, if they wish, can earn a specialisation by selecting 18 ECTS within the same thematic area. During the third semester, students can also opt for an exchange programme with another university in Switzerland or abroad.

Customer Experience and Value	Customer Experience Design	3.0
	Service Design Marketing	3.0
	Sales Management and Customer Value Pricing & Value	3.0
	Channel Management and Retailing	3.0
	Online Communication Design	3.0
	Transmedia Narratives	3.0
	Customer Relationship Management	3.0
	Global Consumer Culture	3.0
	Brand Management	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
	Advertising and Consumer Representations	3.0
	Multimodal Rhetoric	3.0
	Digital Corporate Communication	3.0
	Transmedia Narratives	3.0
	Online Communication Design	3.0
	Elementi di Storia e Teoria della Fotografia	3.0
	Estetica Moderna e Contemporanea	3.0
	Corporate Social Responsibility and the Common Good	Social Marketing
Cause Related Marketing		3.0
Business Ethics		3.0
Communication and Marketing Ethics		3.0
Corporate Social Responsibility		3.0
Intercultural Communication		3.0
Global Corporate Communication		3.0
Argumentation in Conflict Resolution		3.0
The Network Society		3.0
Pricing and Value		3.0
Negotiation		3.0
Applied Social Entrepreneurship		3.0
Project Management	3.0	
Crossmedia, Transmedia and Multimodal Communication	Digital Corporate Communication	3.0
	Online Communication Design	3.0
	The Network Society	3.0
	Social Media Management	3.0
	Brand Management	3.0
	Multimodal Rhetoric	3.0
	Transmedia Narratives	3.0
	Media Relations	3.0
	Marketing Semiotics	3.0
	Advertising and Consumer Representations	3.0
	User Experience Design	6.0
	Estetica moderna e contemporanea	3.0
Scenografia	3.0	

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. For instance, in managing relationships with investors, communication managers interact with financial managers; in dealing with public authorities and regulators, they collaborate with legal services; in addressing issues of identity and corporate culture, they partner with human resources specialists; in communicating with customers, they collaborate with marketers, etc.

The approach proposed by MCC also prepares students who intend to embrace a career in general management roles, which require a "communication-intensive" approach. This is the case, for example, in roles in the area of HR, sustainability, compliance, social media, marketing, etc. The profile of our graduates is particularly well suited to "agile" organizations, where cross-cutting management and communication competences are required.

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 from a rich selection of elective courses. They can also opt for an exchange programme 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-English native speakers 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), or equivalent (e.g. TOEFL, IELTS, etc.). Special conditions are listed on 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, economics, marketing, statistics and communication sciences corresponding to introductory courses in these subjects in Bachelor programmes in order to follow effectively the programme. For candidates who need to refresh their knowledge of the basic concepts in accounting, marketing and statistics; tutorials are offered before the beginning of the programme (accounting, marketing) or during the programme (statistics).

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

USI Università della Svizzera italiana
Study Advisory Service
+ 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	3.0
		Corporate Governance (institutional aspects)	3.0
		Second semester	Core Corporate Communication 30.0
		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	
		Statistical Data Analysis	3.0
Third semester	Electives 30.0	Students who choose to pursue the semester at USI may pick courses freely from a rich portfolio of electives, as well as from courses offered in other Master's programmes.	
		The Master's portfolio of electives is organized in the four thematic areas listed on the following page. Students, if they wish, can earn a specialisation by selecting 18 ECTS within the same thematic area.	
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.

Specialisations

During the third Semester, students can choose from a rich selection of elective courses as well as from courses offered in other Master's programmes. The Master's portfolio of electives is organized in the four thematic areas listed below. Students, if they wish, can earn a specialisation by selecting 18 ECTS within the same thematic area. During the third semester, students can also opt for an exchange programme with another university in Switzerland or abroad.

Corporate Social Responsibility and the Common Good	Corporate Social Responsibility	3.0	
	Social marketing	6.0	
	Intercultural Communication	3.0	
	Cause Related Marketing	3.0	
	Global Corporate Communication	3.0	
	Communication and Marketing Ethics	3.0	
	Business Ethics	3.0	
	Argumentation in Conflict Resolution	3.0	
	The Network Society	3.0	
	Pricing and Value	3.0	
	Negotiation	3.0	
	Applied Social Entrepreneurship	3.0	
	Project Management	3.0	
	Crossmedia, Transmedia and Multimodal Communication	Digital Corporate Communication	3.0
Online Communication Design		3.0	
The Network Society		3.0	
Social Media Management		3.0	
Brand Management		3.0	
Multimodal Rhetoric		3.0	
Transmedia Narratives		3.0	
Media Relations		3.0	
Marketing Semiotics		3.0	
Advertising and Consumer Representations		3.0	
User Experience Design		6.0	
Estetica Moderna e contemporanea		3.0	
Scenografia		3.0	
Visual Material Culture		Digital Corporate Communication	3.0
	Multimodal Rhetoric	3.0	
	The Network Society	3.0	
	Global Consumer Culture	3.0	
	Marketing Semiotics	3.0	
	Brand Management	3.0	
	Advertising and Consumer Representations	3.0	
	Online Communication Design	3.0	
	Transmedia Narratives	3.0	
	Estetica Moderna e contemporanea	3.0	
	Elementi di storia e teoria della fotografia	3.0	
	Customer Experience and Value	Online Communication Design	3.0
		Transmedia Narratives	3.0
		Customer Experience Design	3.0
Customer Relationship Management		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	
Destination Management and Marketing		3.0	
Brand Management		3.0	
User Experience Design		3.0	
Estetica moderna e contemporanea		3.0	
Scenografia		3.0	
Interventi artistici nell'architettura	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 Pan- théon- 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 on 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
Study Advisory Service
+ 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 Corporate Social Responsibility Communication Law Brand Management Media Economics and Policy	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 Digital Analytics e-Commerce and Cyber Security Augmented and Virtual Reality Visual Fashion Communication Argumentation in Fashion Communication Critical Consumer Behaviour Statistical Data Analysis Market System Dynamics	3.0 3.0 1.5 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 at either USI or Sorbonne University.

**** 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 History of Media Management and Policy Issues and Crisis Management Multimodal Rhetoric Project Management	3.0 3.0 3.0 3.0 3.0 3.0
-------------------------------------	---	--

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 on 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
Study Advisory Service

+ 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	3.0
Second semester	Corporate Identity and Image	6.0
	Health Communication Law	3.0
	Critical Consumer Behaviour	6.0
	Market System Dynamics	6.0
	Marketing Metrics and Social Impact Measurement	6.0
	Third semester	Organisational Behaviour
Industry & Institutions		3.0
Perspectives: Stakeholders in the Swiss Health System		
Interpersonal Communication in Health		3.0
Health Campaign Development and Evaluation		6.0
Qualitative Research Methods in Health Communication		3.0
Epidemiology		3.0
Health Policy		3.0
Introduction to Public Health		3.0
Corporate Social Responsibility	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 Biomedical Sciences of the Università della Svizzera italiana (USI) and the Faculty of Psychology of Vita-Salute San Raffaele University of Milan (UNISR), presents a Master degree programme in cognitive psychology with an interdisciplinary training in psychology, neuroscience, health communication, organizational behaviour and management. The programme focuses on the intersection between the theoretical bases of cognitive psychology and of communication applied to the context of health. Cognitive psychology is the study of all mental processes which drive simple or more complex behaviours, either normal or pathological. These include, among the many, verbal and non-verbal forms of communication, implicit and explicit memory, perception, attention, consciousness, problem solving, decision making, gratification, etc. Students who are admitted into the programme will receive an advanced theoretical background in neuroscience and modern psycholo-

Joint programme with
Università Vita Salute
San Raffaele



gy, will learn advanced research methods in psychology and health communication including a large variety of and statistical techniques and tools that can be used for the analysis of human behaviour in research labs, clinical departments, health frameworks and companies. A central goal of this programme is to familiarize students with the latest research and practice in these areas of research and help them translate and apply this knowledge in many different working environment including health psychology, communication, management, and marketing. The Master's programme is designed to train students in psychology and make them understand, for instance, the causes of health-related behaviours to a point where they will be able to understand and eventually design new and effective interventions to prevent disease in a global health perspective. The entire Master's programme takes advantage of synergies and complementarities between the two universities, USI and UNISR, both offering excellent teaching, research and clinical training. 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-related 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 in four semesters. Modules at USI and UNISR are subdivided into thematic areas that include compulsory and elective courses as follows.

Elective courses, extra credits and integrative training represent a flexible part of the programme allowing students to deepen either the research and clinical aspects of cognitive psychological aspects or to focus on health communication.

The programme includes 120 ECTS with modules in psychology, communication and management as detailed below. A student must also acquire at least 8 ECTS of elective courses during the programme. Thesis (18 ECTS) and field project (6 ECTS) are compulsory and must focus on psychology. Module in psychology: Psychology and research methods (61 ECTS compulsory) + elective courses and integrative psychological training (min 8 ECTS max 21 ECTS) + Field project in psychology (6 ECTS), Compulsory thesis in psychology (18 ECTS). Module in health communication (12 ECTS compulsory); elective courses (max 8 ECTS). Module in management (15 ECTS compulsory).

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 that can be effectively integrated and applied in many different areas. These include health communication, management of human resources, social psychology, educational psychology, developmental psychology, clinical psychology, marketing and economics.

Students who graduate from the programme will take advantage of the extended network of research, health institutions and companies belonging or connected to USI and San Raffaele University Hospital. Graduates will profit from these connections and have the chance to work in research labs and institutes, clinics, and governmental health organizations, NGOs or other health domains, schools, notable companies. The goal of this programme is to train students to master psychology and cognitive psychology to a point that they can grasp the basis of human behaviour and communication and use this knowledge to develop practical applications, for example the design of novel and effective interventions to prevent disease and promote health. These innovative characteristics of the master programme enhance the career opportunities for our students which, based on our records, often find important job opportunities even before graduation.

Contacts

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

Study Programme

First semester	USI	Health Communication	6.0
		Social Marketing	6.0
		Research Methods in Health Communication	3.0
		Qualitative Research Methods in Health Communication	3.0
		Epidemiology and Experimental Design in Psychology	6.0
Second semester	UNISR	Learning and Memory	6.0
		Advanced Topics in Cognitive Psychology	6.0
		Decision Making and Behavior	9.0
		Advanced 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
		Industry and Institutions Perspectives: Stakeholders in the Swiss Health System	3.0
		Fourth semester	UNISR/USI
Organizational Psychology	6.0		
Electives (min 8 ECTS, max 21 ECTS)			
Psychopathology	4.0		
Neuropsychology	4.0		
Developmental Psychology	2.0		
Health Informatics	4.0		
Integrative module (extra credits)			
Psychiatrics and Clinical Psychology (integrative)	7.0		
Integrative training in Psychology	6.0		
	UNISR/USI	Field Project	6.0
		Thesis	18.0

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

Area
comunicazione
e media
Media and
Communication

Media Management

Media Management.

The Master of Science in Media Management has been offered by the Faculty of Communication Sciences at USI in Lugano since 2004. The full programme consists of 120 ECTS and lasts 2 years. This Master-level programme offers examines how media companies operate (i.e. economic structure, political elements, innovation, research, product service, legal factors) and provides an analysis of production and distribution processes of content across media from a global and local perspective. It also examines how new technologies have fundamentally changed the landscape of media industries across the world presenting new challenges for the media professional, such as social media and adapting to new business models.

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 Master of Science in Media Management aims to offer high-quality education for future media managers or business communicators in the new digital world. Our programme equips students with the necessary knowledge and skills' base to build careers in various media, new and old, working in cross-cultural and multi-national environments. Students will study modules in various aspects of media and management with professors and experts drawn from different executive roles that include media companies, international organizations, government departments, non-government organizations (NGOs) as well as other business corporations connected with media relations. New technologies have fundamentally changed the landscape of media industries in recent years, different business models have emerged and venture capital and other investments are reshaping the global media market. A new type of business executive requires a full awareness of these digital media challenges from a national and global perspective, changing the whole field of media, social media, journalism and communication studies worldwide. Therefore, our Master programme offers a rigorous, yet tailored study-exchange-internship agenda for each of our students who wishes to become media manager, business communications or entrepreneurs in a globalized and digitalized world-in-making.

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), or equivalent (e.g. TOEFL, IELTS, etc.). Special conditions are listed on 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 students who aim to work in media companies, international organizations, government departments, non-government organizations (NGOs) as well as other business corporations connected with media relations. A crucial part of the Master is the internship, which aims at allowing students to get in touch with the professional world, facilitating work opportunities in Switzerland and abroad, in professional environments that are consistent with the Master programme. In the past, our students have enjoyed internship experiences in companies like Twitter, Walt Disney, Bertelsman, MTV, Eurosport, Sky Italia, Mediaset, Locarno Film Festival, Mondadori, RSI, Italian Ministry of Foreign Affairs, the Government of the Principality of Liechtenstein, Nestlé, IKEA, etc. In alternative to the internship and in order to broaden their academic experience, students can also choose to have an exchange semester at one of USI's partner universities (in Switzerland and abroad). During their exchange semester, students can study additional subjects connected to 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 3.0 Social Media Management 3.0 Newsroom Management and Economics of Journalism 3.0 Swiss Media System 3.0 Accounting 3.0
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 3.0 Argumentation in media 6.0 International Strategic Management 6.0 Media Regulation and Copyright 3.0
Third semester 30.0	<p>Elective courses Students are required to undertake elective modules in semester three and may choose freely from other modules offered by other Master-level programmes within the Faculty of Communication Sciences.</p> <p>These modules may include:</p> <p>Intercultural Communication 3.0 Digital Communication 3.0 Comparative Public Administration 3.0 Corporate Governance 3.0 Statistic Data Analysis 3.0</p>
Fourth semester Capstone Work 30.0	Internship 12.0 Thesis 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

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 who seek to refresh their knowledge and 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 many application domains.

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 solve complex problems using modern computing technology. 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 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 on 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 trained to solve complex problems in interdisciplinary areas such as computer graphics and special effects, intelligent search engines, computer vision and face recognition, robotics, and they are prepared to design, build, integrate, validate, and maintain reliable and secure software systems for the highly competitive software industry of the 21st century.

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 30 ECTS of foundational courses (over the two years) and 60 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.

Fall semester	Foundational Courses	Algorithms & Complexity Distributed Systems High-Performance Computing Machine Learning Software Engineering	6.0 6.0 6.0 6.0 6.0
	Electives I	Advanced Java Programming Distributed Algorithms Mobile and Wearable Computing Numerical Algorithms User Experience Design	3.0 6.0 6.0 6.0 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 Advanced Networking: Build an Internet Router Business Process Modeling, Management and Mining Compiler Construction Computational Fabrication Computer Aided Verification Computer Vision & Pattern Recognition Data Analytics Geometric Algorithms Geometric Deep Learning Geometry Processing Information & Physics Quantum Computing Robotics	6.0 6.0 3.0 6.0 6.0 6.0 6.0 6.0 6.0 6.0 3.0 6.0 6.0 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.

* The Master thesis can be started in the 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

Fall Semester intake: April 30th / June 30th depending on the nationality of the applicant.
Spring Semester intake: November 1st / January 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

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 36 ECTS and provides students with a deep knowledge of state-of-the-art techniques. Topics related to this module include software design, software architecture, software performance, and software analysis.

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 12 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 on 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	Mandatory 24.0	Data Design & Modeling Engineering of Domain Specific Languages Programming Styles S&DE Atelier: Design 101 Software Design & Modeling	6.0 3.0 3.0 6.0 6.0
	Electives 6.0	Mobile and Wearable Computing Software Engineering	6.0 6.0
Second semester	Mandatory 24.0	Information Modeling & Analysis S&DE Atelier: Visual Analytics Software Analysis Software Architecture	6.0 6.0 6.0 6.0
	Electives 6.0	Advanced Networking: Build an Internet Router Compiler Construction Information Security Software Quality & Testing	6.0 6.0 6.0 6.0
Third semester	Mandatory 30.0	Cyber-Physical Software Engineering Knowledge Analysis & Management S&DE Atelier: Software Analytics Software & Data Engineering Seminar Software Performance	6.0 6.0 6.0 6.0 6.0
	Mandatory 30.0	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 on 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
	21.0	Deep Learning lab	3.0
		Algorithms & Complexity	6.0
		Numerical Algorithms	6.0
	Electives	Advanced Topics in Machine Learning	3.0
	9.0	Block-chains: Protocols and Techniques for Distributed Trust	3.0
		High-Performance Computing	6.0
		Introduction to Ordinary Differential Equations	3.0
		Introduction to Partial Differential Equations	6.0
		Mobile and Wearable Computing	6.0
		Simulation & Data Sciences	3.0
		Seminar	
		User Experience Design	6.0
Second semester	Core Courses	Data Analytics	6.0
	18.0	Robotics	6.0
		Stochastic Methods	6.0
	Electives	Advanced Computer Architectures	6.0
	12.0	Advanced Networking: Build an Internet Router	6.0
		Business Intelligence and Applications	6.0
		Geometric Algorithms	6.0
		Philosophy and Artificial Intelligence	3.0
		Solution and Optimization Methods for Large Scale Problems	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	Computer Vision & Pattern Recognition	6.0
	30.0	Geometric Deep Learning	3.0
		Master Thesis	21.0

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 programme.

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 Enterprise Resource Planning Lab Project Management	6.0 3.0 3.0	
	Informatics track 18.0	Accounting Corporate Strategy Orthodox and Critical Perspectives in Marketing	6.0 6.0 6.0	
	Management track 18.0	Fundamentals of Informatics Introduction to Programming Probability & Statistics	6.0 6.0 6.0	
Second semester	Core Courses 12.0	Business Intelligence and Applica- tion Business Process Modeling, Management and Mining Operations Management	6.0 3.0 3.0	
	Informatics track 6.0	Decision Making Entrepreneurship: Theory and Practice	3.0 3.0	
	Management track 6.0	Databases	6.0	
	Electives 12.0	Economics		
		Critical Consumer Behavior	6.0	
Human Resources Management		3.0		
Innovation		3.0		
International Business		3.0		
Mergers and Acquisitions	3.0			
Organizational Learning	3.0			
Informatics				
Information Security	6.0			
Robotics	6.0			
Software Architecture	6.0			
Software Quality & Testing	6.0			
Third semester	Core Courses	Lean Six Sigma	6.0	
	Capstone Work	Field Project	12.0	
	Electives 12.0	Economics		
		Analytical Thinking	3.0	
		Business Analytics	3.0	
Business Dynamics		3.0		
Digital Challenges in Marketing and Big Data		3.0		
Organizational Design & Change	3.0			
Service Design Marketing	3.0			
Informatics				
Distributed Systems	6.0			
Machine Learning	6.0			
User Experience Design	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 on 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

Core Courses 30.0	Distributed Systems Financial Econometrics* Financial Modelling* High-Performance Computing Investments*	6.0 6.0 6.0 6.0 6.0
----------------------	--	---------------------------------

Second semester

Core Courses 24.0	Graphical Models Information Security Risk Management* Software Quality & Testing	6.0 6.0 6.0 6.0
----------------------	--	--------------------------

Electives 6.0	Derivatives* (required for "Advanced Derivatives" in year 2) Financial Intermediation*	6.0 6.0
------------------	---	------------

Third semester

Core Courses 12.0/18.0**	Artificial Intelligence Blockchains - Protocols and Techniques for Distributed Trust Fintech Seminar Master Thesis Preparation**	6.0 3.0 6.0 6.0
-----------------------------	---	--------------------------

Electives 12.0 Other courses from the Master programmes offered by the Faculty of Informatics	Informatics Algorithms & Complexity Distributed Algorithms Mobile and Wearable Computing Software Engineering Software Performance User Experience Design	6.0 6.0 6.0 6.0 6.0 6.0
--	--	--

Other courses from the Master programmes offered by the Faculty of Economics	Finance Advanced Derivatives* Financial Engineering* Fixed Income* Marketing Research	3.0 6.0 6.0 6.0
--	--	--------------------------

Fourth semester

Core Courses 24.0/30.0**	Master Thesis** (research or applied)	30.0
-----------------------------	---------------------------------------	------

Electives 6.0 Other courses from the Master programmes offered by the Faculty of Informatics	Informatics Advanced Computer Architectures Advanced Networking: Build an Internet Router Business Intelligence and Applications Business Process Modeling, Management and Mining Compiler Construction Computer Aided Verification Software Architecture Software Atelier: Simulation, Data Science & Supercomputing	6.0 6.0 6.0 3.0 6.0 6.0 6.0 6.0
Other courses from the Master programmes offered by the Faculty of Economics	Economics Critical Consumer Behaviour	6.0

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.

** The master thesis may be started in the 3rd semester

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 data science, applied mathematics and scientific computations.

Awarded Degree

Master of Science in Computational Science

Application Deadline

Fall Semester intake: April 30th / June 30th depending on the nationality of the applicant.
Spring Semester intake: November 1st / January 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

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 Double Degree with FAU Erlangen-Nürnberg, Germany or Università degli Studi dell'Insubria, Italy



Optional joint programmes

Students can obtain a second Master's degree from the Friedrich-Alexander University Erlangen-Nurnberg (FAU) in Germany or the Università degli Studi dell'Insubria in Italy. To receive this double degree, students must obtain a total of 120 ECTS with at least 30 ECTS from USI and 30 ECTS from either FAU or Insubria.

Goals and Contents

The Master programme in Computational Science is a unique programme in Switzerland aimed at building deep competences in data science, applied mathematics and scientific computing with a strong background in data engineering and science applications.

It offers a unique combination of courses from applied mathematics, statistics and computer science, and additional courses from various application domains aiming at building deep application-oriented competences in computational science. The successful student will acquire competences in abstract thinking about applications, which will provide the ability to deal with complex models in various areas.

The student's individual choice of elective courses enables her or him to tailor the focus of the programme. One can either choose between data science, applied mathematics and computing or keep a more broad programme, possibly with more application-based courses. As a result, the programme not only prepares students for current and evolving technologies in computational science but will also strongly deepen their knowledge in statistical inference, applied mathematical analysis and algorithmic methodologies. Along with a mentor, each student will set up an individual study plan for selecting the appropriate elective courses. The mentor will advise and accompany the student through the programme.

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 on 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.

First semester	Mandatory 30.0	High Performance Computing Introduction to Computational Science Introduction to Data Science Introduction to Ordinary Differential Equations Introduction to Partial Differential Equations Machine Learning	6.0 3.0 6.0 3.0 6.0 6.0
Second semester	Mandatory 24.0 out of 30.0	Advanced Discretization Methods Geometric Deep Learning Bayesian methodology and advanced Monte Carlo simulation Software Atelier: Simulation, Data Science & Supercomputing Solution and Optimization Methods for Large Scale Problems Stochastic Methods	6.0 3.0 3.0 6.0 6.0 6.0
	Elective 6.0	Advanced Computer Architectures Advanced Topics in PDEs Computer Vision & Pattern Recognition Functional and Numerical Analysis (FOMICS block course) Graphical Models Molecular Dynamics and Monte Carlo Methods Quantum Computing USI-CSCS Summer School on Effective High Performance Computing	6.0 3.0 6.0 3.0 6.0 6.0 6.0 6.0
Third semester	Mandatory 15.0	Analysis of Social Networks Bioinformatics Preparation Master's Thesis	6.0 6.0 3.0
	Electives 15.0	Advanced Topics in Machine Learning Computational Biology and Drug Design Deep Learning Lab Distributed Algorithms Distributed Systems Extensions of linear models Numerical Algorithms Software Tools for Computational Science	3.0 6.0 3.0 6.0 6.0 6.0 6.0 3.0
Fourth semester	Mandatory 24.0	Master Thesis	24.0
	Electives 6.0	Choose from the electives of the second semester	6.0

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

Editore
Publisher USI
Università della Svizzera italiana

Realizzazione
Production Servizio orientamento
Study Advisory Service

Progetto griglia
tipografica CCRZ
Grid design

Impaginazione
Layout Servizio grafica

Fotografie
Pictures Aline d'Auria

Stampa
Print Tipografia Poncioni SA
Losone

Tiratura
Number of copies 1'500

Data
Date Marzo 2019
March 2019

Ordinazioni
Orders USI
Università della Svizzera italiana
Servizio orientamento
ufficio 303
Via Buffi 13
6900 Lugano
Svizzera
+ 41 58 666 4795
+ 41 58 666 4672
orientamento@usi.ch
www.usi.ch

Università
della
Svizzera
italiana



Master

2019/
20