Welcome to the Università della Svizzera italiana, Lugano

USI. Create freely, act responsibly.

Master of Art in Economics and Communication
Public Management and Policy (PMP)

Specialization in
Public Communication and Management
AGENDA

- Information about Università della Svizzera italiana (USI)
- The specialisation offered at USI: Public Communication and Management
- Practical information
- Deadlines and contacts
SMALL university
ACCESS to Faculty
INTENSIVE education
INTERNATIONAL atmosphere
Study PMP. LUGANO, USI / Study programme

Core courses (60 ECTS)

1. Public Management
2. Political science
3. Law
4. Public economics
5. Methodology

Specialization(s) (30 ECTS)

LUGANO - USI
- BERNE – UNIBE
- LAUSANNE UNIL

Courses are taught in Italian+English

Student Mobility

Thesis (30 ECTS)

THESIS (30 ECTS)
OR
THESIS + INTERNSHIP (18 ECTS) (12 ECTS)

Courses are taught in English

National Language (ITA/FRA/DE) English
Specialization in Lugano (USI):
Public Communication and Management

The graduate curriculum in Public Communication and Management focuses students' attention on the knowledge and skills required to run public administration departments successfully.

The specialization degree curriculum explores in depth specific areas of the public sector, providing the tools towards their better understanding and interpretation, while further boosting all the basic management skills.
# Study PMP. LUGANO, USI / Study programme – 2nd year

<table>
<thead>
<tr>
<th>Module</th>
<th>Courses</th>
<th>ECTS</th>
<th>Semester</th>
<th>Prof.</th>
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<tbody>
<tr>
<td><strong>Compulsory</strong></td>
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<td>(18 ECTS)</td>
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<tr>
<td><strong>Compulsory</strong></td>
<td>Strategic Management in Public and Non Profit Sector</td>
<td>3</td>
<td>FS</td>
<td>Meneguzzo</td>
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<td><strong>Compulsory</strong></td>
<td>Accountability and Performance</td>
<td>3</td>
<td>FS</td>
<td>Villeneuve / Calciolari</td>
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<tr>
<td><strong>Compulsory</strong></td>
<td>International Organisations (*3)</td>
<td>3</td>
<td>FS</td>
<td>Villeneuve/Risi</td>
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<tr>
<td><strong>Compulsory</strong></td>
<td>Social Marketing</td>
<td>6</td>
<td>FS</td>
<td>Suggs</td>
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<tr>
<td><strong>Compulsory</strong></td>
<td>Intercultural Communication</td>
<td>3</td>
<td>FS</td>
<td>Drzewiecka</td>
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<td><strong>Electives</strong></td>
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<td>(12 ECTS)</td>
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<td><strong>Suggested courses:</strong></td>
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<td>Management and Economics Area</td>
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<tr>
<td>Project Management</td>
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<td>FS</td>
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<td>Gonçalves</td>
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<td>Applied Social Entrepreneurship</td>
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<td>6</td>
<td>FS</td>
<td>Gonçalves</td>
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<tr>
<td>Writing business plans</td>
<td>3</td>
<td>SS</td>
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<td>Colombo</td>
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<td>Economia del settore non profit</td>
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<td>3</td>
<td>FS</td>
<td>Crivelli</td>
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<tr>
<td>Health Policy</td>
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<td>Crivelli</td>
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<td>Communication Area</td>
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<tr>
<td>Economics of Journalism and quality management in newsrooms</td>
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<td>FS</td>
<td>Russ-Mohl</td>
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<tr>
<td>International Relations and Tourism</td>
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<td>FS</td>
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<td>Statut pour l'information Publique</td>
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<td>Argumentation in Conflict Resolution</td>
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<td>3</td>
<td>FS</td>
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<td>Public Affairs</td>
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<td>Seele</td>
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<td>Fundamentals in Public Communication</td>
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<td>FS</td>
<td>Villeneuve</td>
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<td>Online Communication Design</td>
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<td>FS</td>
<td>Cantoni</td>
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<td>Comparative Public Administration</td>
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<td>FS</td>
<td>Villeneuve et al.</td>
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<td><strong>Total ECTS</strong></td>
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<tr>
<td><strong>Total ECTS</strong></td>
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Our Master PMP Directors

Prof. Marco Meneguzzo
Faculty of Economics

Prof. Jean-Patrick Villeneuve
Faculty of Communication
Housing Service is a service of our University designed to help students and assistants in their search for a place to stay.

1. USHOME - student apartments reserved mainly for exchange students, is located 5 minutes walking distance from USI.
   - Online reservations:

2. Student accommodation
   - Aristotle College / Castalia / UniResidence / Rooms in Viganello

3. USI database for accommodation

4. Facebook group
   - [www.facebook.com/usialloggi](http://www.facebook.com/usialloggi)

5. Accommodation off campus
   - links to external source
INTENSIVE COURSES OFFERED PRIOR TO THE SEMESTER START / FALL SEMESTER 2018

For information and application:
http://www.italiancourse.usi.ch/

Further intensive and regular language courses are offered for French and English!
I was able to develop these skills already during the PMP Master.
• **USI Application: 31 July 2018**
  - Send the application form to lucia.bassetti@usi.ch

• **Study plan submission: 30 September 2018**
  - Send the study plan form to lucia.bassetti@usi.ch
CONTACT US

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Tel. +41 58 666 4816

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FOLLOW US…

USI Website
https://www.usi.ch/en

USI Master in Public Management and Policy

USI PMP