Welcome to the Università della Svizzera italiana

USI. Create freely, act responsibly.

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

Specialization
Public Communication and Management
WELCOME TO LUGANO
WELCOME TO USI / OUR CAMPUS
WHY USI?

INTERNATIONAL ATMOSPHERE
• Quality of the Swiss university system
• International, dynamic and welcoming environment
• International faculty

INNOVATION
• Strong ties with the business world
• Flexible structure, open to the exchange of ideas

INTERDISCIPLINARY PROGRAMMES
• Leading interdisciplinary education
• Teacher/student ratio 1 to 9
WHY USI?

USI – POPULATION

- Faculties: 5
- Campus: 3
- Students (of which): 2822
  - bachelor students: 1333
  - master students: 1013
- Graduates: 6019

- Academic staff (of which): 825
  - professors and lecturers: 321
  - assistants and researchers: 494
  - staff: 161

USI – EDUCATION

- Bachelors: 6
- Masters: 23
- Executive programmes: 9
- Teacher / student ratio: 1:9

107 countries represented

USI at a glance  (Data related to the academic year 2017-2018, fall semester)
MASTER PMP – SPECIALIZATIONS - YOUR CHOICES (3 semester)

- Gestion et évaluation publiques
- Public Finance and Economics
- Politiques, droit et économie de la régulation

- Public Communication and Management

- Öffentliches Recht
- Politikwissenschaft
- Management der öffentlichen Verwaltung
- Volkswirtschaftslehre
MASTER PMP – ACADEMIC STAFF

Prof. Marco Meneguzzo  
*Faculty of Economics*

Prof. Jean-Patrick Villeneuve  
*Faculty of Communication*

Lucia Bassetti  
*Program Manager PMP*
MASTER PMP – LUGANO – GENERAL STRUCTURE

1 Semester
Core courses (60 ECTS)
1. Public Management
2. Political science
3. Law
4. Public economics
5. Methodology

Courses are taught in Italian

2 Semester

3 Semester
Specialization (30 ECTS)
Public Communication and Management
Compulsory 18 ETCS + Elective 12 ETCS

Courses are taught in English

4 Semester
Master thesis (30 ECTS)
Master thesis = 30 ETCS
Master + stage = 18 + 12 ETCS

Italian
French
German
English
# MASTER PMP – LUGANO – COURSES (3 semester)

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<td>Social Innovation</td>
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<td>Organization and social networks</td>
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ACCOUNTABILITY AND PERFORMANCE

- Global concepts of accountability, transparency and participation as they relate to the idea of performance as it is understood and applied in the public sector.
- Theory and techniques underlying impact assessment and program evaluation, as a set of rational approaches aimed to identify and measure the evidence of public interventions’ effects.
- International case studies
PUBLIC MANAGEMENT AND LEADERSHIP IN PUBLIC SECTOR

- Managing HR in the specific context institutional context of the public sector, but also addressing the specificities of public sector employees.
- Defining and understanding the notion of leadership in an administrative and political context. What are the boundaries, firm and flexible defining this environment.

A. Sancino
MASTER PMP – LUGANO – COMPULSORY COURSES (3 semester)

Public communication and Management

CURRENT ISSUES IN INTERNATIONAL AFFAIR

- Meeting and exchanging with global leaders in public affairs
- UN, WB, IMF, Davos, Red Cross, DFAE, etc.

J.P. Villeneuve / M. Meneguzzo
- Social marketing focuses on creating social change and social innovation through behavior change communication, policy, and environmental changes.

- Key concepts, conceptual frameworks, and theories in social marketing and their implications on social issues (health, environment, political, sustainability) will be examined through a problem-centered approach to learning.
MASTER PMP – LUGANO – COMPULSORY COURSES (3 semester)

Public communication and management

INTERCULTURAL COMMUNICATION

• Key concepts and theories applicable to current intercultural situations, relations, and debates in national and international contexts (culture, multiculturalism, diversity, ethnicity, cultural citizenship…)

• Studies of interactions in institutional, interpersonal and mediated settings.

J. Drzewiecka
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

MANAGEMENT AND ECONOMICS

PROJECT MANAGEMENT
- The theory, methods and quantitative tools used to effectively plan, organize, and control projects.
- Efficient management methods revealed through practice and research.

P. Gonçalves

SOCIAL INNOVATION
- How is change developed, designed and implemented?

APPLIED SOCIAL ENTREPRENEURSHIP
- Social innovations include ideas, concepts, processes and organizations that focus on societal needs.
- Social entrepreneurship can be understood as the process of identifying and starting a new business venture to address a pressing public and societal need.
Organisation and Social Network

- Social networks involves a set of theoretical and analytical strategies for understanding systems of interdependent actors and actions.
- Systems include organizations, markets and other similar institutions designed to facilitate information exchange, monitoring, and coordination.

A. Lomi
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

MANAGEMENT AND ECONOMICS

ENTREPRENEURSHIP: WRITING A BUSINESS PLAN

• Learn to develop and evaluate business plans.

G. Colombo
Tourism at World Heritage Sites (WHS) needs of balancing conservation and development, to understand why tourism at WHS can be both an opportunity and a threat and what might be its impact on the sites and on local communities.

The perspective of governance and management to investigate how new governance strategies and management approaches can help fostering sustainable tourism and better combining tourism development with conservation needs.
MANAGEMENT AND ECONOMICS

ECONOMIA DEL SETTORE NON PROFIT

- Il ruolo, l'organizzazione, il finanziamento, le logiche di funzionamento e la performance delle organizzazioni private non profit, con particolare riferimento alla produzione di servizi di pubblica utilità e alle varie forme di economia sociale e civile.

- (1) Che ruolo affidare alle istituzioni non-profit nell'offerta di servizi di pubblica utilità? (2) Quali sono i vantaggi e gli svantaggi di forme istituzionali il cui obiettivo non è la massimizzazione dei profitti? (3) È possibile coniugare competizione e partnership sociale, mercato e società civile?

L. Crivelli

HEALTH POLICY

- Critical analysis of market failures in the health care sector and describes in what spheres government action is required.

- Alternative approaches to structuring a nation’s health system, the tensions between federalism and universal access, it develops an analytic framework for the comparative analyses of health systems and for the evaluation of reform proposals.

- Focus on the challenges of health systems in developing countries.
NEWSROOM MANAGEMENT AND ECONOMICS OF JOURNALISM

- Journalism and the mainstream media have become highly commercial activities in Western democracies, many of them struggling for survival and even public TV and radio can hardly escape from the developments on the market place.

- New challenges in the relationship between journalism and technology, in particular when it comes to the role of big digital platforms, disinformation and power distribution on the Internet.

- Strategies to secure and improve journalistic quality and some of the most innovative approaches to the economics of journalism and its future.

P. Di Salvo
COMMUNICATION

INTERNATIONAL RELATIONS AND TOURISM

- Understand international politics.
- Features and trends characterizing the contemporary international system.
- Empirical patterns of mutual influence between international politics and international tourism.

M. Clementi
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

COMMUNICATION

STATUT POUR L’INFORMATION PUBLIQUE

• L’information n’est plus le fait du prince.

• Législations qui régissent les informations détenues par les autorités publiques que sont les lois sur la transparence de l’administration, celles sur la protection des données et celles sur l’archivage.

• Les règles qui régissent la communication officielle de l’administration et ses rapports avec la presse.

B. Cottier
COMMUNICATION

ARGUMENTATION IN CONFLICT RESOLUTION

- Argumentation as a communicative approach to handle disagreement and resolve conflict.
- Communicative competences necessary to approach conflict resolution (questions, active listening, framing and reframing processes, discursive analysis of emotions, and specific argument patterns) to help the parties without renouncing to neutrality.
The use of social media platforms for promoting organizations, brands, ideas and causes has been growing in recent years. Media companies increasingly rely on social media management tools both to analyze their activities and to professionalize their engagement with the public on different social media. The ability to design, implement, manage and evaluate social media strategies, uses and practices – together with the necessary knowledge and skills to put these activities into action – are therefore essential.
INTERNATIONAL NETWORK

MEM

Middle East Mediterranean

Summer Summit
Lugano, Switzerland

The Seminar  15 - 23 August 2019
The Forum     24 - 25 August 2019

https://www.mem-summersummit.ch
INTERNATIONAL ACTIVITIES

Febbraio 2015,
Corso PMP - E-government,
Prof. Lorenzo Cantoni

Swiss University USIUniversità della Svizzera italiana (Official Page) has won 3rd place with their successful campaign #faces4heritage in the 2015 challenge called «Peer-to-Peer (P2P): Challenging Extremism» sponsored by U.S. Department of State, Facebook and EdVenture Partners. This campaign challenged 45 Universities from around the world to develop and execute campaigns and social media strategies against extremism that are credible, authentic, and believable to their peers and resonate within their communities. USI’s campaign message is to sensitize society about the importance of preserving and defending heritage as a means for promoting culture and enhancing mutual understanding, thus, to build durable peace.

Well done USI, we are very impressed by such a thoughtful and meaningful project USI also received personal congratulations from Sir Tony Blinken, United States Deputy Secretary of State.

We want to promote peace through heritage preservation. We recognize together with UNESCO that “Heritage is our legacy from the past, what we live with today,”
Research thesis: 30 ECTS

The Master's thesis consists in a research work in the area of one of the different sectors of the Public Administration. The work, supervised by one or more master's professors, may focus in particular on theoretical or empirical aspects: in any case, students have to demonstrate to be able to apply appropriate concepts, methods, and tools acquired during the programme.

Internship thesis: 18 ECTS (thesis) + 12 ECTS (internship)

Students have the opportunity combine an internship with the thesis, which has to be developed on the same subject.
MASTER PMP – LUGANO – STAGE AND CAREER (4 semester)

PA | Public Agencies | NON PROFIT SECTOR | ONG | INTERNATIONAL AGENCIES | Big 4 | UNI / SUPSI
HOUSING IN LUGANO

Housing Service is a service of our University designed to help students and assistants in their search for a place to stay.

**Housing Service, Lugano campus**  +41 58 666 4489 / alloggi@usi.ch / https://www.usi.ch/en/housing

1. **USIHOME** - student dorm reserved mainly for exchange students and 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
ITALIAN COURSES

INTENSIVE COURSES OFFERED PRIOR TO THE SEMESTER START / FALL SEMESTER 2019

For information and application:

http://www.italiancourse.usi.ch/
http://www.italiancourse.usi.ch/communication-economics-informatics/
APPLICATION DEADLINES

• USI Application: 31 July 2019
  • Send the application form to lucia.bassetti@usi.ch

• Study plan submission: 30 September 2019
  • Send the study plan form to lucia.bassetti@usi.ch
CONTACT US

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Program Manager PMP

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Tel. +41 58 666 4816

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Switzerland
FOLLOW US

USI – Master in Public management and Policy

usi_pmp

USI Alumni – Master in Public Management and Policy
Hope to see you next semester in Lugano!