



MA of Arts in ECO & COM

PUBLIC MANAGEMENT and POLICY

Specialization

PUBLIC POLICY and SUSTAINABILITY

Orientations meeting:



1 May, 2024



12:15-13:15



Zoom

WELCOME TO LUGANO

LAC, cultural center



Ciani Park



Lugano, Lake overview

Lugano, downtown



WELCOME TO UNIVERSITA' DELLA SVIZZERA ITALIANA, USI_USI AT GLANCE



- The Università della Svizzera italiana (USI) is a public university in Switzerland and one of the 12 certified institutions of swissuniversities. Established in 1996, USI is guided by three principles: **quality, openness, and responsibility**.
- USI is organized into **five faculties**, including **ECO, COM, INFO, BIO MED, and ARCH**, as well as an **affiliated Faculty of Theology**. The university is active in several study and research areas, such as architecture, communication sciences, computational science, data science, economics, health studies, humanities, informatics, law, medicine, and biomedicine.
- USI is a young and dynamic university that offers students a quality interdisciplinary education. The institution provides **9 bachelor's, 28 master's, 13 doctoral programs, and 15 advanced studies programs**.
- Currently, there are **4,309 students** at USI, with **12794 graduates**, and about **1,401 academic staff**, including professors and lecturers 663 and, as well as 279 administrative staff. The university represents **114 countries**, and its four campuses are in Lugano (CAMPUS OVEST and EST), Mendrisio (Academia of Architecture), and Bellinzona.
- The relatively small size of the campuses encourages the free flow and open exchange of ideas. USI go all-out to foster the potential of faculty, students, and researchers and values their curiosity and willingness to experiment with new ways of thinking, learning, teaching, and working.

Source: [USI at-a-glance](#)

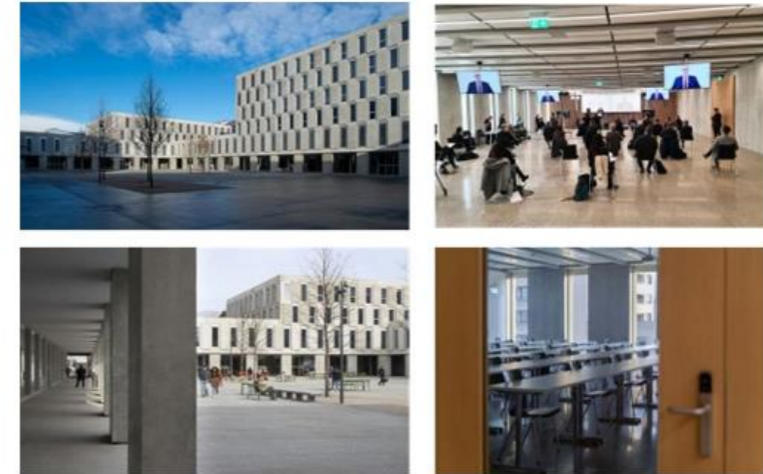
WELCOME TO UNIVERSITA' DELLA SVIZZERA ITALIANA, USI_OUR CAMPUS



Campus OVEST Lugano



Campus EST Lugano



WHY USI?

Quality, Openness and
Responsibility



**INTERNATIONAL &
INCLUSIVE
ATMOSPHERE**

**INNOVATION,
RESEARCH &
THIRD MISSION**



**INTERDISCIPLINARY
PROGRAMMES**



INTERNATIONAL RANKINGS

USI in the Times Higher Education (THE) and Quacquarelli Symonds World University Rankings (QS), which are amongst the world's most popular and well-known global rankings



Source: [USI facts-and-figures/rankings](https://www.usi.ch/facts-and-figures/rankings)

Ranking	
QS World University Rankings 2024	328th worldwide (out of 1500 universities considered)
THE World University Rankings 2024	Range 251-300 worldwide (out of 1900 universities considered)
THE Young University Rankings 2023	32nd worldwide among young universities (less than 50 years old)
THE World's Best Small Universities 2023	6th worldwide among small universities (less than 5000 students)
QS Top 50 under 50 2021	26th worldwide among young universities (less than 50 years old)

WELCOME TO USI PMP

MASTER DIRECTORS



Prof. Marco
MENEGUZZO

Faculty of
Economics



Prof. Jean-Patrick
VILLENEUVE

Faculty of Communication,
Culture and Society

ACADEMIC TEAM



26
PROFESSORS AND LECTURES

ADMINISTRATIVE SUPPORT



Gisele
NODIROLI

Faculty Dean's Office –
Faculty of Economics

PMP CLASSE 2015-2017



PMP CLASSE 2018-2020



PMP CLASSE 2019-2021



PMP CLASSE 2020-2022



PMP CLASSE 2022-2024



PMP CLASSE 2023-2025



15 editions

+194 students

(Since 2009)

+14 Nationalities

64% Swiss, 24% Italian, 12% Others

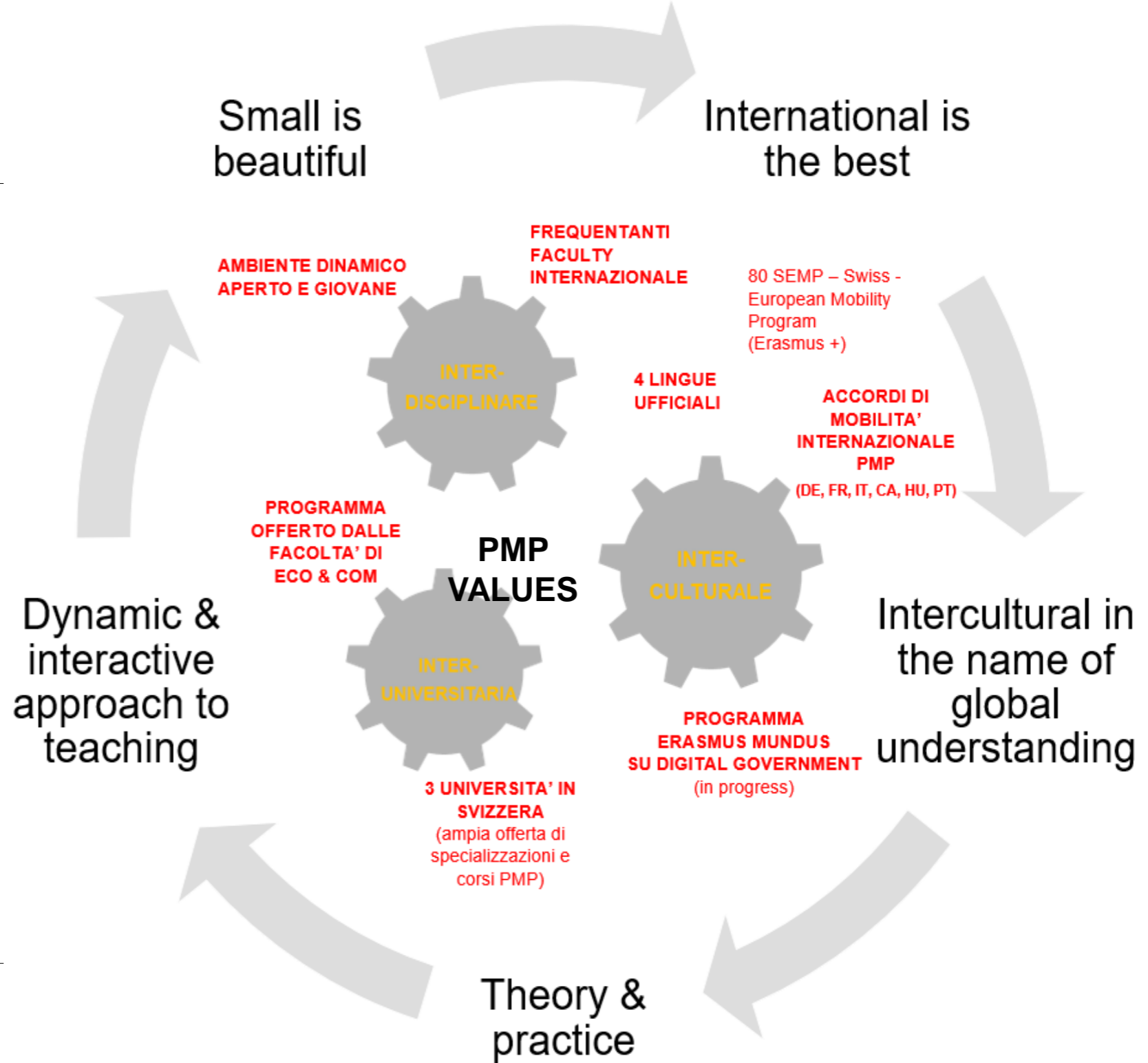
+162 graduated

(March 2024)

MASTER Public Management Policy

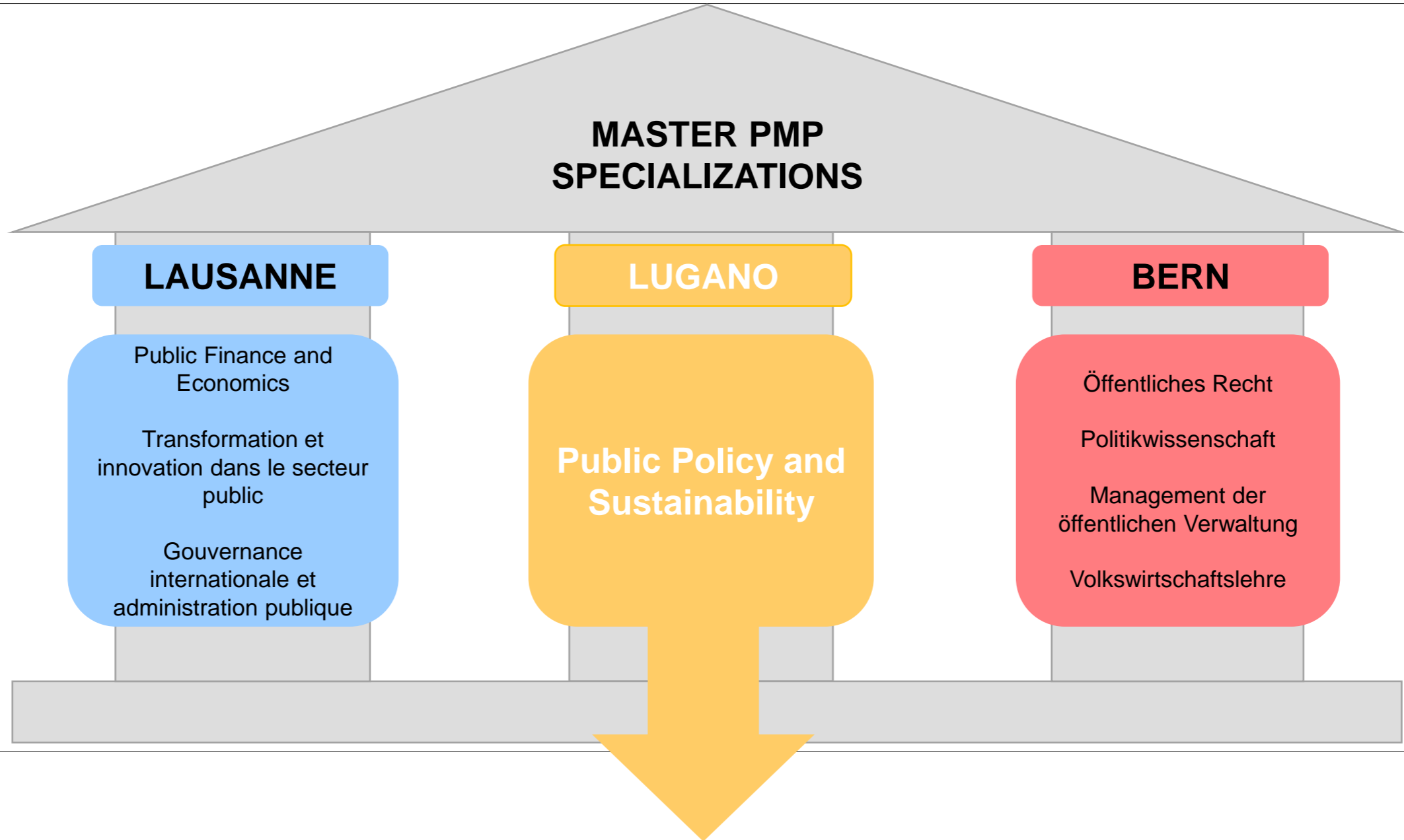
WHY USE PMP SPECIALIZATION?

OUR MODEL



PMP GENERAL STRUCTURE

CONTENTS	UNIVERSITIES PARTNERS			ETCS	SEMESTRE
Core Courses	LUGANO (ITALIANO/INGLESE)	LAUSANNE (FRANCESE)	BERN (TEDESCO)	60 ECTS	1-2 semester (1 year)
Specializations:	Lugano (INGLESE) • Public Policy and Sustainability	Losanna (FRANCESE/INGLESE) • Public Finance and Economics • Transformation et innovation dans le secteur public • Gouvernance internationale et administration publique	Berna (TEDESCO) • Öffentliches Recht • Politikwissenschaft • Management der öffentlichen Verwaltung • Volkswirtschaftslehre	30 ECTS	3 semester (2 year)
	International Mobility (USI-SEMP with universities partner of the Master)				
Stage (optional, 10 ETCS) Master thesis (30 ETCS): • <i>Research thesis (30 ETCS)</i> • <i>Thesis + stage (20+10 ETCS)</i>	Lugano (ITALIANO, FRANCESE, TEDESCO, INGLESE)	Losanna (ITALIANO, FRANCESE, TEDESCO, INGLESE)	Berna (ITALIANO, FRANCESE, TEDESCO, INGLESE)	30 ECTS	4 semester (2 year)
				120 ETCS	



PUBLIC POLICY AND SUSTAINABILITY

The Master's Public Policy and Sustainability specialization offers a comprehensive curriculum that blends theoretical insights with practical applications in sustainable public policy. The specialization is designed to provide students with a deep understanding of how public policies can be formulated, implemented, and evaluated, emphasizing the multidimensional concept of sustainability within the knowledge of effective governance principles.

During the third semester of the second year, students are required to take mandatory courses worth 18 ECTS that cover a range of topics, such as "Accountability in the Public Sector: tools and experience," "Public Policy and Sustainability," "Current Issues in International Affairs," "Social Marketing," and "Diversity and Inclusion." These courses are designed to provide students with the necessary skills and knowledge to address current sustainability challenges. It focuses mainly on how public systems can adapt to transformative processes associated with emerging global challenges.

Moreover, the specialization offers a high degree of flexibility. In addition to the mandatory courses, students can choose from a variety of elective courses in related fields such as management, economics, and communication. This empowers students to tailor their educational experience to their specific interests and career goals.

The specialization at USI not only cultivates managerial and interpersonal skills essential for effectively leading public organizations and beyond, but also fosters a culture of critical thinking and a strategic, innovative approach in his teaching (e.g. engaging in case studies on renewable energy policies, participate in simulations, or work on real- projects with local governments to develop sustainable strategies, discussing their ideas with international guest speakers). This approach inspires and motivates students to systematically and sustainably tackle global challenges, making a real difference in the world.

PMP Courses
2 YEAR
3 SEMESTER
30 ETCS

USI SPECIALIZATION

MODULE	COURSE	PROFESSORS	ECTS	SEM
MANDATORY COURSES (18 ECTS)	Accountability in the Public Sector: tools and experience	Villeneuve – Barreca	3	SA
	Public Policy and Sustainability	Meneguzzo – Frey – Barreca	3	SA
	Current issues in International Affairs	Villeneuve – Heide	3	SA
	Social Marketing	Suggs	6	SA
	Diversity and inclusion	Drzewiecka	3	SA
ELECTIVE COURSES (12 ECTS)	Faculty of Economics			
	Project Management	Gonçalves	3	SA
	Social Innovation	Gonçalves	3	SA
	Sustainable Management	Hoffman	3	SA
	Economia del settore non profit	Crivelli	3	SA
	Corporate Social Responsibility	Seele	3	SA
	Faculty of Communication, Culture and Society			
	Argumentation in Conflict Resolution	Greco	3	SA
	Social Media Management	Benecchi	6	SA
Commesse pubbliche, concessioni e PPP	Gianella - David - Hanni	3	SA	
SPECIAL COURSES	PMP COURSES FROM UNIL e UNIBE			
	• MEM courses https://www.mem-summer summit.ch/		3	Summer
	• World Challenge Programme https://www.usi.ch/it/wcp		3	Spring
	• SSPH+ courses https://www.ssp h-lugano-summer school.ch/		3	Summer

SPECIAL COURSES



In 2018, with the support of the Federal Department of Foreign Affairs, the MEM - Middle East and Mediterranean Summer Summit was launched, with a focus on youth and their future.

The MEM Summer Summit offers the opportunity to bring together young people from the Middle East Mediterranean region, by providing them with a safe space to imagine and experiment with common projects, to develop new narratives and to transform challenges into opportunities.

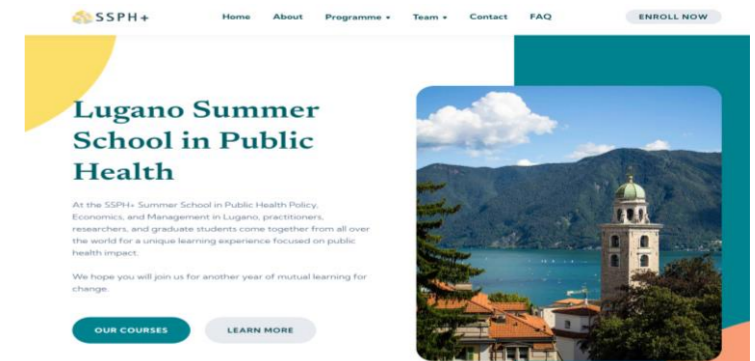
The MEM Summer Summit takes place during the summer in Lugano, and it is composed of a Seminar and a Forum.



The WCP at Università della Svizzera italiana (USI) aligns education, research, and engagement agendas with key global development issues.

World Challenges are 'wicked problems' – messy, ambiguous issues with no clear solution. Wicked problems involve a variety of stakeholders and occur in the context of food waste, biodiversity, ecology, climate change, migration, social exclusion, and gender discrimination.

The innovative teaching programs provide education with a special focus on sustainability. International student teams are closely supervised by cross-university professors and intercultural professional experts.



At the SSPH+ Summer School in Public Health Policy, Economics, and Management in Lugano, practitioners, researchers, and graduate students come together from all over the world for a unique learning experience focused on public health impact.

STAGE & THESIS FORMAT

PMP Stage (optional)

2 YEAR
End of 3 SEMESTER
Start of 4 SEMESTER

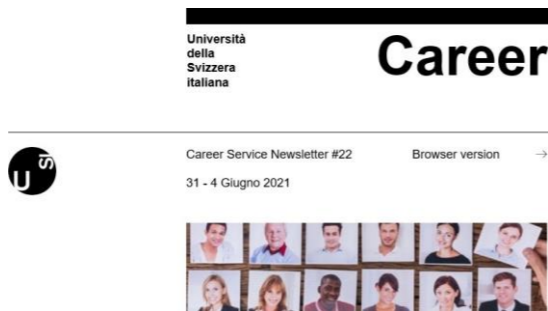
Students who are pursuing the PMP program may be offered the chance to participate in internships at public organizations, international organizations, or consultancy bodies. This allows them to apply the knowledge they have gained in the classroom to real-world situations. The internship experience provides students with a chance to test their skills in a professional and institutional context and develop their professional network.

PMP MASTER THESIS

2 YEAR
4 SEMESTER

The Master's thesis consists of research work in one of the different sectors of Public Administration (30 ETCS). The work, supervised by one or more master's professors, may focus on theoretical or empirical aspects. Importantly, students must confidently demonstrate their ability to apply the concepts, methods, and tools acquired during the program in a practical setting. For those seeking a more comprehensive experience, students have the option to combine an internship with their thesis. This entails a 20 ECTS thesis, developed on the same subject as your internship, and an additional 10 ECTS for the internship itself.

INTERNSHIPS AND CAREER OPPORTUNITIES



Career Service

The University's Career Service aims to foster exchange and contacts with the business world, and to acquaint students with the working environment, thus ensuring a smoother and successful transition from the academic world to the workplace.

Career

Students

- Internship
- Application dossier
- Meet the employers
- Professional Mentoring
- Job Bank
- Useful Links

Companies

- Offering internship / job
- Meet with students and graduates
- Documents for internship
- Cooperation agreements
- Field Projects

Job Offers

- Job bank
- Newsletter Career
- Company Profiles

Career Events

- Calendar
- Long Night of Careers
- Career Management Workshops
- CV Counselling by Industry Experts
- Career Live Streams

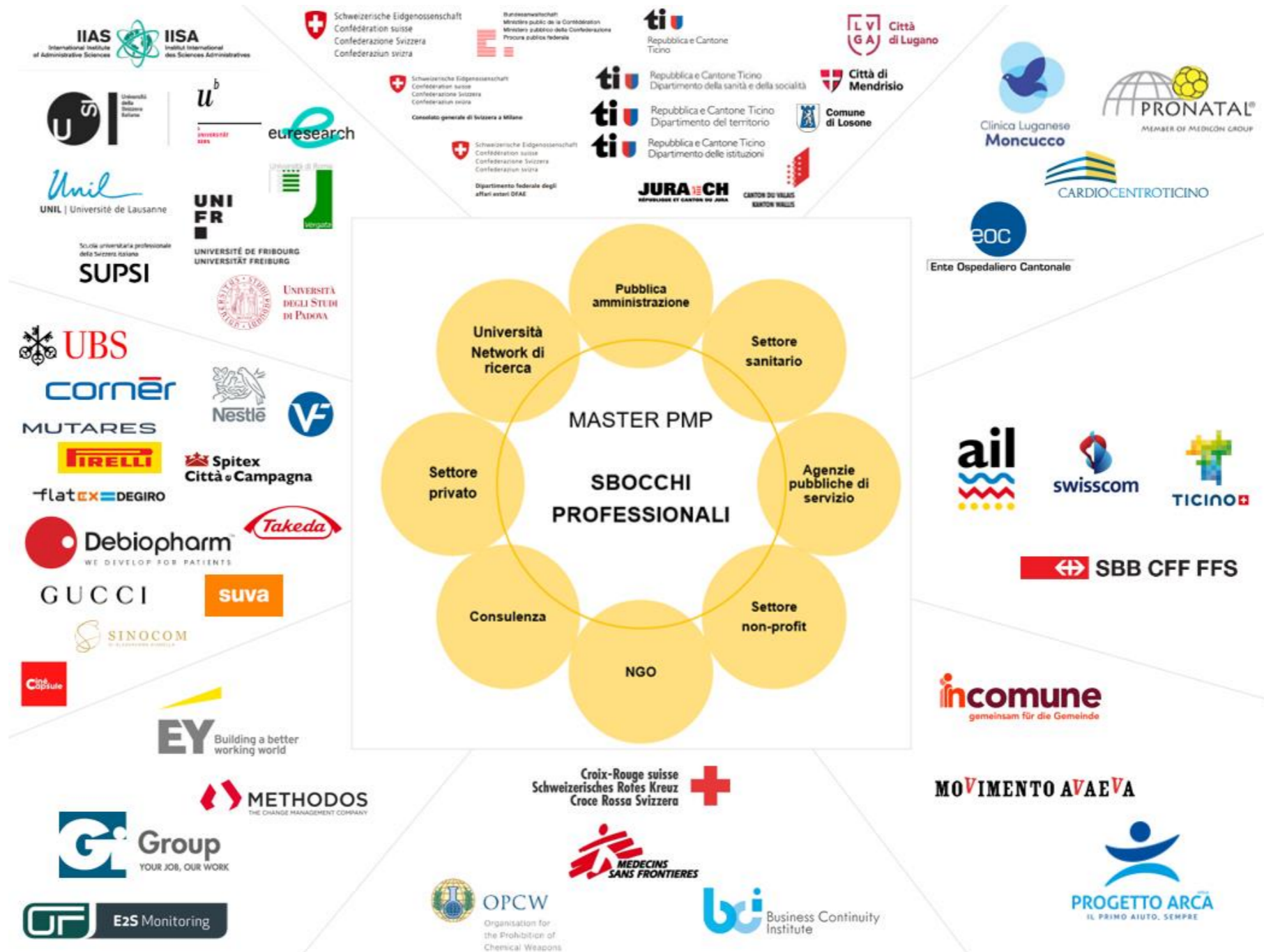
Contact

Career Service

Università della Svizzera italiana
Via G. Buffi 13
6900 Lugano, Switzerland
Main Building, Office 303

tel +41 58 666 46 06
fax +41 (0)58 666 46 47
email careerservice@usi.ch
LinkedIn [Career Service](#)

USI PMP Alumni Community



Career-stories USI PMP Alumni Community

[alumni ritratti career-stories/Master Public Management and Policy](#)

Master of Arts in Public Management and Policy



Barbara Brazzi

Assistant Audit Assurance, EY, Lugano

USI Degree: Master of Arts in Public Management and Policy, 2019, Bachelor in Scienze economiche, 2016

[Leggi l'USI Career Story](#)

[Video Career Story](#)



Alessandro Carughi

Financial Inventory Analyst EMEA, Gucci, Milan

USI Degree: Master of Arts in Public Management and Policy, 2019

[Leggi l'USI Career Story](#)

[Video Career Story](#)



Sara Combi

Collaboratrice – Responsabile comunicazione, Amministrazione cantonale, Bellinzona

USI Degree: Bachelor in Scienze della comunicazione, 2015, Master of Arts in Public Management and Policy, 2017

[Leggi l'USI Career Story](#)



Sara Duric

Responsabile operativa progetti DSS, Amministrazione cantonale, Bellinzona

USI Degree: Master of Arts in Public Management and Policy, 2018

[Leggi l'USI Career Story](#)



Anita Earlene Gandola

Sr. Manager Global Market Access and Pricing Oncology Franchise, Healthcare Business of Merck, Nyon

USI Degree: Master of Arts in Public Management and Policy, 2018, Bachelor in Scienze economiche, 2015

[Leggi l'USI Career Story](#)

[Video Career Story](#)



Giulia Giardina

Jr. Controller, Fondazione Cardiocentro Ticino, Lugano

USI Degree: Master of Arts in Public Management and Policy, 2018

[Leggi l'USI Career Story](#)



Andrea Maria lafelice

Communication Specialist, Euresearch, Bern

USI Degree: Master of Arts in Public Management and Policy, 2019, Bachelor in Scienze della comunicazione, 2017

[Leggi l'USI Career Story](#)

[Video Career Story](#)



Laura Terminio

Founder, CineCapsule, Paris

USI Degree: Master of Arts in Public Management and Policy, 2019

[Leggi l'USI Career Story](#)

PLACEMENT ALUMNI PMP USI

Placement:

- % Employed 97.1%
- Average Time to job 2,5 months
- 76% within 3 months (41% before graduation)









Salary

The average salary** is Sfr 65'000.-
*100% gross annual salary in CH

PLACE OF WORK	%
Switzerland	81.0
• Ticino	65.0
• Other Swiss Cantons	16.0
Italy	13.0
Other Countries	6.0

INDUSTRIES (main)	%	FUNCTIONS (main)	%
Public Administration and Associations	34.5	Administrative	20.7
Banking, Finance, Insurance services, Accounting	13.8	Research	20.7
Educational, Research institutions	10.3	Program and Project management	10.3
Informatics, Technology, Web	6.9	Operations	6.9
Health care, Social services	6.9	Media and Communication	10.3
No profit, International Organizations	3.4	Accounting	6.9
Advertising, Marketing, Events	3.4	Human Resources	6.9
Automotive	3.4	Finance	3.4
Luxury goods, Fashion, Accessories	3.4	Purchasing and Sales	3.4
Fiscal, Legal consulting	3.4	Consulting	3.4
Human resources consulting	3.4	Marketing	3.4
Strategic Management consulting / Audit	3.4	IT and Web Services	3.4
Pharmaceuticals, Medical technology	3.4		

desk.usi – PRACTICALITIES FOR THE USI COMMUNITIES

 USI Academic Calendar <hr/> <p>Students, PhD Candidates, Faculty, Staff</p> <hr/> <p>Calendars, Courses</p>	 Course schedules - Master <hr/> <p>Students, Faculty</p> <hr/> <p>Courses, Master, Schedules</p>	 Course schedules - Bachelor <hr/> <p>Students, Faculty</p> <hr/> <p>Bachelor, Courses, Schedules</p>	 Certificates <hr/> <p>Students, PhD Candidates</p> <hr/> <p>Administration</p>
 Housing in Lugano / Mendrisio <hr/> <p>Students, PhD Candidates</p> <hr/> <p>Accommodation, Lugano Campus, Mendrisio Campus, From other Cantons, Foreigners</p>	 Health insurance for students <hr/> <p>Students</p> <hr/> <p>Foreigners</p>	 iCorsi3 <hr/> <p>Students, PhD Candidates, Faculty</p> <hr/> <p>Apps, Courses, Teaching, IT, Tools and resources</p>	 Lugano Campus: map, access, facilities <hr/> <p>Students, PhD Candidates, Faculty, Staff</p> <hr/> <p>Lugano Campus, Facilities, Campus Life</p>

For more info visit the official page [Università della Svizzera italiana](#)

Study Advisory Service

Contact:

orientamento@usi.ch

tel +41 58 666 4795

Where:

Main Building USI,
Campus OVEST
Via G. Buffi 13, CH-6900
Lugano



The Study Advisory Service will help students
in organizing their studies and life on campus

<https://www.usi.ch/en/education/master/public-management-and-policy/organising-your-studies>

HOUSING IN LUGANO



Housing in Lugano / Mendrisio

Students, PhD Candidates

Accommodation, Lugano Campus,
Mendrisio Campus,
From other Cantons, Foreigners

Description

The Housing Service is a service of our University designed to help students and assistants in their search for a place to stay. The Service **cannot guarantee full success at all times**, but wants to provide free one-to-one advice and guidance through practical directions on opportunities and the appropriate channels.

The Housing Service can assist you in several ways:

- It runs a database with regularly updated vacancy adverts
- It ensures a timely update (changes, deletions) of all information recorded in the database
- It provides language assistance whenever applicants encounter difficulties in their contacts with letting agents or landlords
- It provides basic information on tenancy laws and general guidelines on housing, procedures, etc.
(<http://www.admin.ch/ch/i/rs/2/221.213.11.it.pdf>)

<https://search.usi.ch/en/organisational-units/315/servizio-alloggi>

Contact

alloggi@usi.ch
tel +41 58 666 4489
Via G. Buffi 13, CH-6900 Lugano

Links

Website

Social media

Facebook

ITALIAN COURSES AND ACTIVITIES



ITALIAN INTENSIVE COURSES OFFERED PRIOR TO THE SEMESTER START



For information and application: COURSES AUTUMN SEMESTER 2024
<http://www.italiancourse.usi.ch/communication-economics-informatics-biomedical/>

USI Tandem Language-learning Programme



Università
della
Svizzera
italiana

Home
Posts Dashboard
Tandem principles

My posts
Add a new post



Welcome to the USI language-learning tandem platform!

With almost hundred countries represented on its three campuses, Università della Svizzera italiana is a truly multicultural and multilingual institution. The USI language-learning tandem platform has been launched in 2022 to complement the University's language courses and to promote not only language learning opportunities, but also the sharing of cultures.

The free of charge USI language-learning tandem programme is open to USI students and USI professionals interested in practising a foreign language with a native speaker. When learning in tandem, two speakers of different native languages work together to learn the language of their partner in a mutual exchange. If your mother tongue is English for instance, you can choose to practice Italian with a native speaker and in return, speak and teach English to your tandem partner.

For a conversation to be possible, you should have at least an A2 level knowledge of the foreign language. For self-assessment, you can use the [Common European Framework of Reference for Languages \(CEFR\)](#) as a guide.

[Find a partner](#)

How to register? Access the eTandem platform with your edu-ID credentials
<https://etandem.usi.ch/>

SPORT SERVICE USI

Iscrizioni e acquisto abbonamento palestra



Quali sono gli abbonamenti? Iscriviti subito!

[Dettagli](#)

Summer camp Grecia 2023



Scopri il Summer Camp dedicato alle attività di windsurf, wingfoil, vela, kayak e SUP

[Dettagli](#)

Swiss Universities Games 2023



Vivi 3 giorni all'insegna dello sport universitario presso il Centro Sportivo di Tenero come atleta o come volontario!

[Dettagli](#)

Attività sportive Lugano - Semestre primaverile 2023



Attività sportive settimanali CAMPUS Lugano

[Dettagli](#)

Attività sportive Mendrisio - Semestre primaverile 2023



Attività sportive settimanali CAMPUS Mendrisio

[Dettagli](#)

Mettetevi alla prova con Mil@UniTI! (2022-2023)



Sfida te stesso attraverso diverse prove di capacità motorie. ADATTO A TUTTI!

[Dettagli](#)

Incontri sul benessere (2022-2023)



Ciclo di incontri rivolti al benessere

[Dettagli](#)

Patente nautica vela e motore senza limiti dalla costa



Diventare comandanti con i corsi online e in presenza di Sergio Guaita

[Dettagli](#)

EAST CAMPUS SPORTS HALL

The USI Sports Hall is a space dedicated to all USI and SUPSI students, staff and conventions, accessible by subscription and presentation of their university card.

The USI Sports Hall has two large halls (Courses Room and Fitness Room), 2 changing rooms with showers and all the facilities to allow you to enjoy an all-round sporting experience at the University.

The instructors will be ready to welcome users with personalized programmes, fitness tests and in accompanying group lessons.

Opening hours: Monday - Sunday from 6.00 a.m. to 11.00 p.m. (last access allowed at 10 pm, fitness and classes rooms closing time 10.30 pm)

Location: East Campus, Sector C, Floor -1 (below the canteen).

APPLICATION DEADLINES

- **USI Application: 31 July 2024**
- Send the application form to gisele.nodiroli@usi.ch

- **Study plan submission: 30 September 2024**
- Send the study plan form to gisele.nodiroli@usi.ch

PMP ADMINISTRATIVE SUPPORT



Gisele
NODIROLI

Contact

gisele.nodiroli@usi.ch
tel +41 58 666 4712
Main Building, Office 321.B (Level P3)
Via Buffi 13, 6900 Lugano

FOLLOW US ...



www.pmp.usi.ch



[Video presentazione ufficiale MASTER PMP](#)



USI – Master in Public management and Policy
www.facebook.com/usipmp



usi_pmp – Master in Public management and Policy
www.instagram.com/usi_pmp

THANK YOU and...
Hope to see you next semester in Lugano!

