

“EVALUATION OF UNIVERSITY EXPERIENCE”

STATISTICAL RESULTS FOR THE MASTER OF SCIENCE DIRECTOR

Economics and Management in Arts, Culture, Media and Entertainment

a.y. 2018-2019

Survey period: June 2019 - July 2020

N. of completed questionnaires: 86

N. of graduate students: 88

Response rate: 97.7%



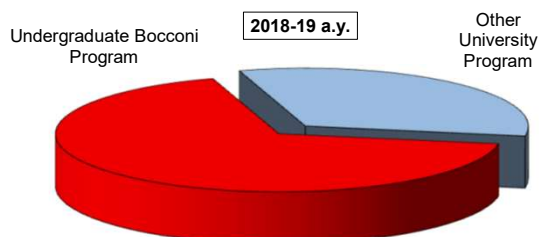
EVALUATION OF UNIVERSITY EXPERIENCE

Economics and Management in Arts, Culture, Media and Entertainment

General information

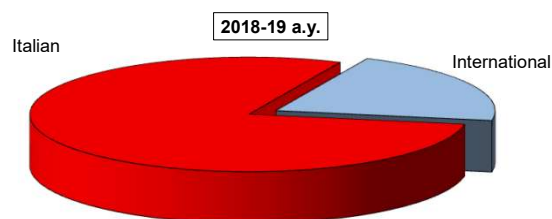
Undergraduate Career

Answers	a.v.	%	%
		2018-19	2017-18
Undergraduate Bocconi Program	58	67,4	57,1
Other University Program	28	32,6	42,9
Total	86	100,0	100,0
NA	0		



Nationality

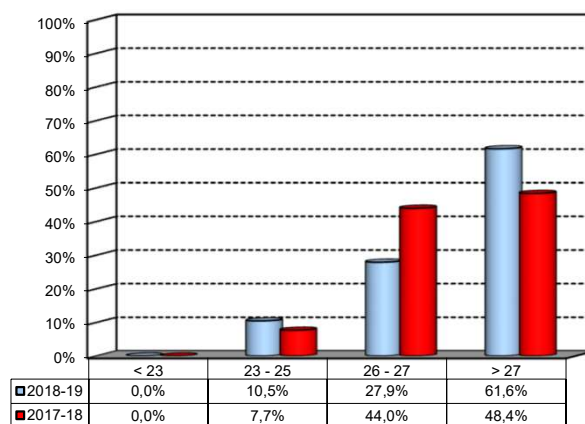
Answers	a.v.	%	%
		2018-19	2017-18
Italian	68	79,1%	69,2%
International	18	20,9%	30,8%
Total	86	100%	100%
NA	0		



Average mark of the exams passed:

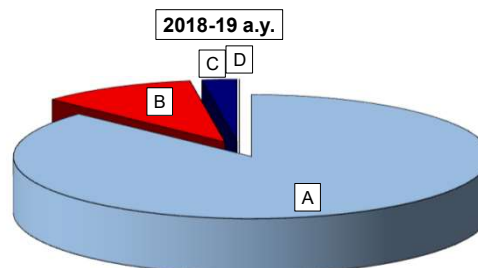
(approximate average expressed in 30/30)

Answers	a.v.	%
18	0	0,0%
19	0	0,0%
20	0	0,0%
21	0	0,0%
22	0	0,0%
23	1	1,2%
24	1	1,2%
25	7	8,1%
26	11	12,8%
27	13	15,1%
28	25	29,1%
29	28	32,6%
30	0	0,0%
Total	86	100%
NA	0	



How many of the courses included in your curriculum did you attend regularly?

Answers	a.v.	%	%
		2018-19	2017-18
A - More than 75%	74	87,1	74,4
B - Between 50 and 75%	9	10,6	14,4
C - Between 25 and 50%	2	2,4	8,9
D - Less than 25%	0	0,0	2,2
Total	85	100,0	100,0
NA	1		

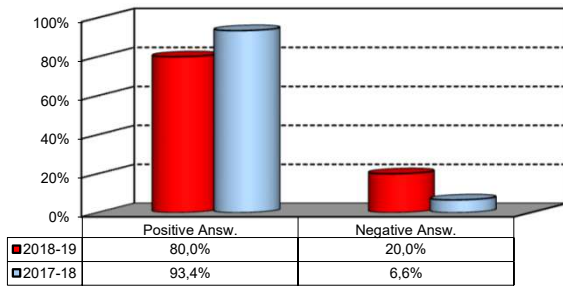


Study Experience

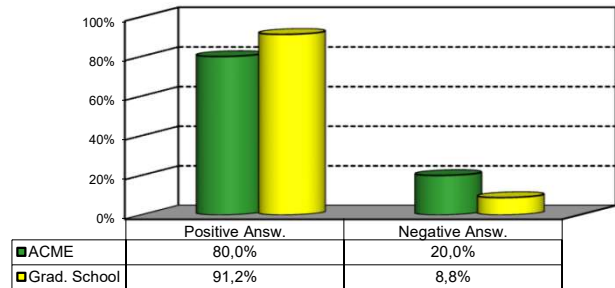
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		International		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	27	40,3%	6	33,3%	33	38,8%
B - More YES than NO	27	40,3%	8	44,4%	35	41,2%
C - More NO than YES	12	17,9%	3	16,7%	15	17,6%
D - Definitely NO	1	1,5%	1	5,6%	2	2,4%
Total	67	100%	18	100%	85	100%
NA	1		0			

Over time comparison



Comparison with the overall School data

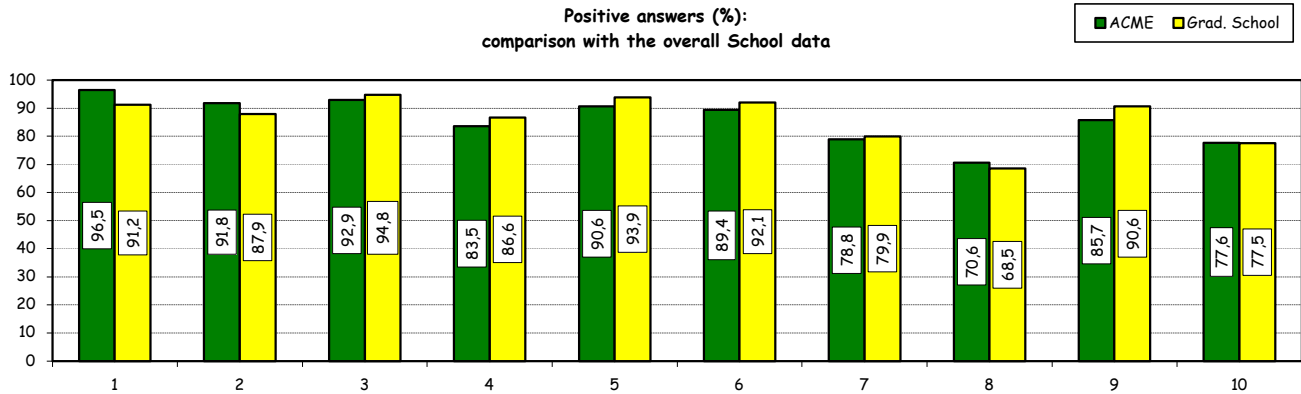


Study Experience

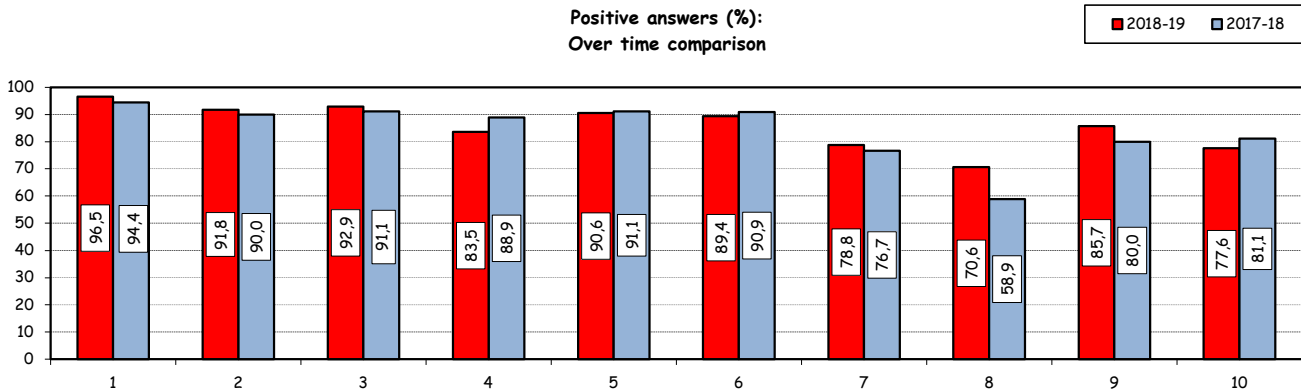
2) Do you think that the preparation you have received in Bocconi has contributed to the development of the following skills?

Soft Skill	Item	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		n.a.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
1	Ability to work in team	62	72,9	20	23,5	2	2,4	1	1,2	85	100,0	1
2	Interpersonal skills	48	56,5	30	35,3	6	7,1	1	1,2	85	100,0	1
3	Organizational skills	55	64,7	24	28,2	5	5,9	1	1,2	85	100,0	1
4	Critical thinking skills	35	41,2	36	42,4	11	12,9	3	3,5	85	100,0	1
5	Ability to analyze and select information	43	50,6	34	40,0	8	9,4	0	0,0	85	100,0	1
6	Problem-solving ability	39	45,9	37	43,5	8	9,4	1	1,2	85	100,0	1
7	Written communication skills	30	35,3	37	43,5	14	16,5	4	4,7	85	100,0	1
8	Verbal communication skills	27	31,8	33	38,8	19	22,4	6	7,1	85	100,0	1
9	Ability to cope with stress	46	54,8	26	31,0	8	9,5	4	4,8	84	100,0	2
10	Entrepreneurial spirit	30	35,3	36	42,4	18	21,2	1	1,2	85	100,0	1

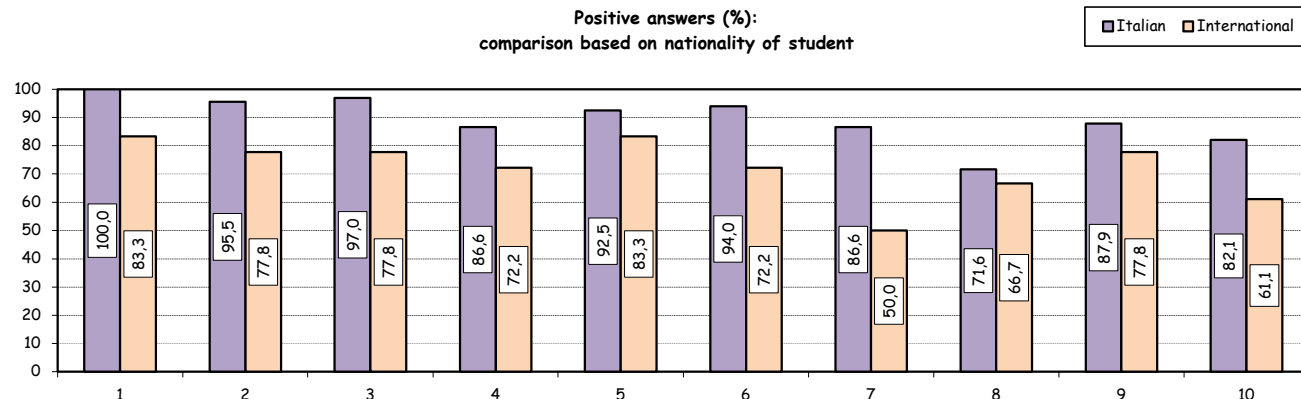
Positive answers (%):
comparison with the overall School data



Positive answers (%):
Over time comparison



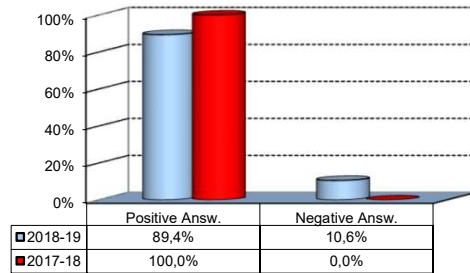
Positive answers (%):
comparison based on nationality of student



Study Experience

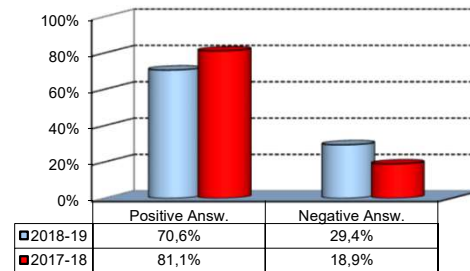
3) Do you think that teaching activities of the MSc program were structured in an active manner (frequent use of team work, case studies, assignments, ect.)?

Answers	a.v.	%
A - Definitely YES	49	57,6%
B - More YES than NO	27	31,8%
C - More NO than YES	9	10,6%
D - Definitely NO	0	0,0%
Total	85	100%
NA	1	



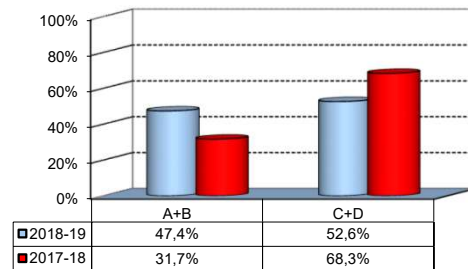
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a.v.	%
A - Definitely YES	16	18,8%
B - More YES than NO	44	51,8%
C - More NO than YES	23	27,1%
D - Definitely NO	2	2,4%
Total	85	100%
NA	1	



5) During the MSc program, did you notice any unnecessary overlaps or repetitions of subjects and content with what you studied during your undergraduate program?

Answers	a.v.	%
A-Very often	9	15,8%
B-Often	18	31,6%
C-Hardly ever	26	45,6%
D-Never	4	7,0%
Total	57	100%
NA	29	



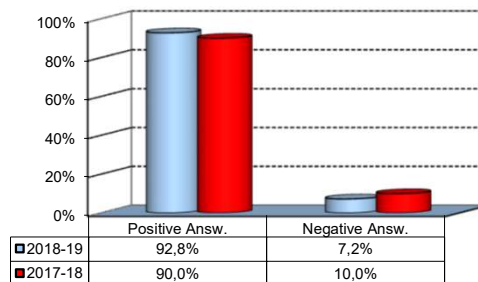
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions:

Course	a.v.	%
MARKETING AND CRM - MARKETING NEI SETTORI CREATIVI	9	16,7%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - MODULE I (STRATEGY AND GOVERNANCE) - ECONOMIA AZIENDALE E DELLE ISTITUZIONI CULTURALI	6	11,1%
MARKETING AND CRM - MARKETING	5	9,3%
DIRITTO DEI BENI IMMATERIALI (corso progredito) - DIRITTO COMMERCIALE	5	9,3%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - ECONOMIA AZIENDALE E DELLE ISTITUZIONI CULTURALI	5	9,3%
PERFORMANCE MEASUREMENT - PROGRAMMAZIONE E CONTROLLO	5	9,3%
Other	19	35,2%
TOTAL	54	100,0%

Study Experience

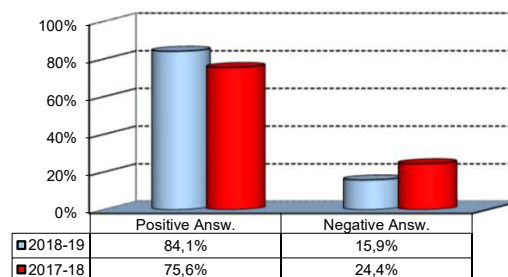
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a.v.	%
A - Definitely YES	30	36,1%
B - More YES than NO	47	56,6%
C - More NO than YES	6	7,2%
D - Definitely NO	0	0,0%
Total	83	100%
NA	3	



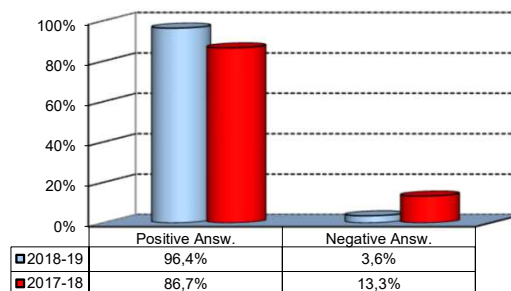
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a.v.	%
A - Definitely YES	23	28,0%
B - More YES than NO	46	56,1%
C - More NO than YES	10	12,2%
D - Definitely NO	3	3,7%
Total	82	100%
NA	4	



8) On the whole, were the classroom climate and relationships with your classmates positive and able to enrich your personal experience?

Answers	a.v.	%
A - Definitely YES	52	61,9%
B - More YES than NO	29	34,5%
C - More NO than YES	3	3,6%
D - Definitely NO	0	0,0%
Total	84	100%
NA	2	

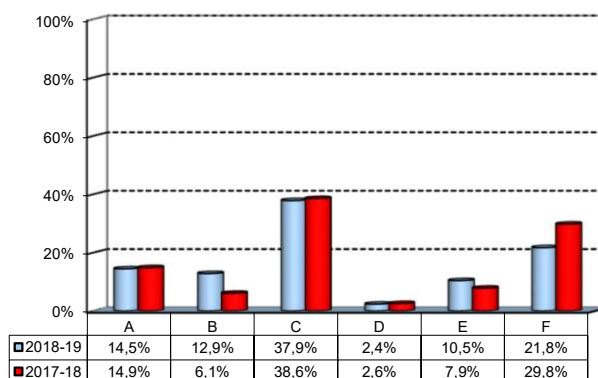


Extracurricular Activities

1) Which of the following extracurricular activities (Campus Life) did you attend during your study program?

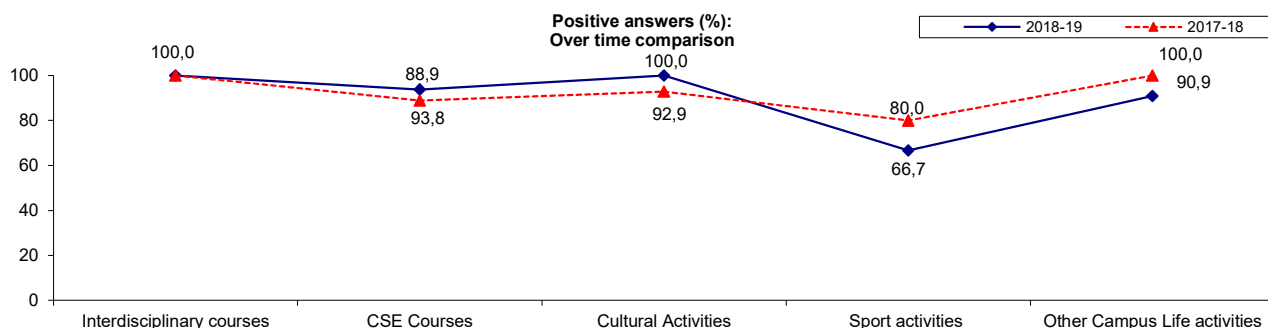
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	18	14,5%
B - Counseling and Self-Empowerment courses (CSE)	16	12,9%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	47	37,9%
D - Sport activities	3	2,4%
E - Other Campus Life activities	13	10,5%
F - None	27	21,8%
Total	124	100%
NA	0	



2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

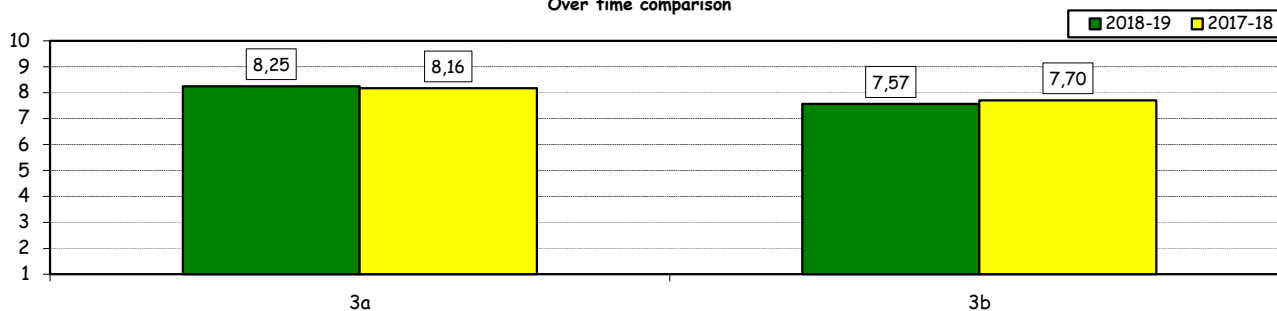
	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
A - Interdisciplinary courses (Sapere a tutto campo)	12	66,7	6	33,3	0	0,0	0	0,0	18	100,0	0
B - Counseling and Self-Empowerment courses (CSE)	6	37,5	9	56,3	1	6,3	0	0,0	16	100,0	0
C - Cultural Activities	31	68,9	14	31,1	0	0,0	0	0,0	45	100,0	2
D - Sport activities	2	66,7	0	0,0	0	0,0	1	33,3	3	100,0	0
E - Other Campus Life activities	5	45,5	5	45,5	1	9,1	0	0,0	11	100,0	2
Total	56	60,2	34	36,6	2	2,2	1	1,1	93	100,0	4



How do you evaluate:

Item	Answers	Negative						Positive		Total	NA	
		1-2		3-4-5		6-7-8		9-10				
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
3a) The range and interest of programmes offered		1	1,7	0	0,0	31	51,7	28	46,7	60	100,0	0
3b) The support you received from the Campus Life Office		0	0,0	6	10,0	36	60,0	18	30,0	60	100,0	0

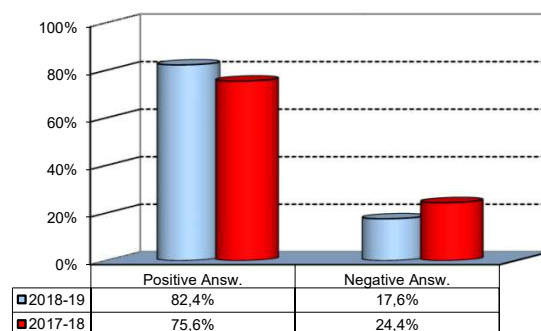
Over time comparison



Degree Thesis

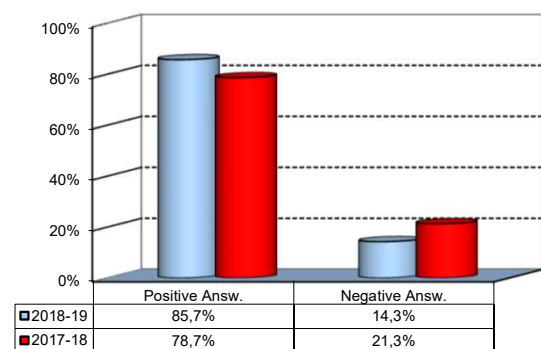
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a.v.	%
A - Definitely YES	33	38,8%
B - More YES than NO	37	43,5%
C - More NO than YES	8	9,4%
D - Definitely NO	7	8,2%
Total	85	100%
NA	1	



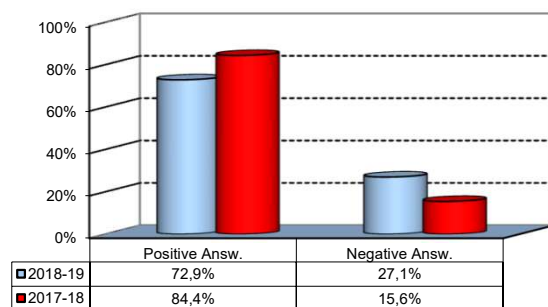
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a.v.	%
A - Definitely YES	18	21,4%
B - More YES than NO	54	64,3%
C - More NO than YES	10	11,9%
D - Definitely NO	2	2,4%
Total	84	100%
NA	2	



3) Do you think that your thesis was a useful experience for completing your education and a way to verify your planning and writing skills?

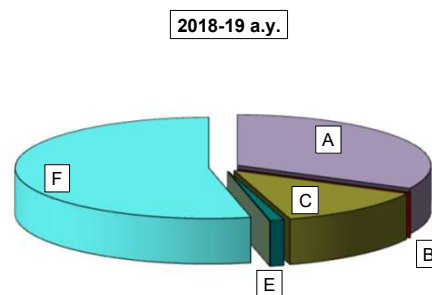
Answers	a.v.	%
A - Definitely YES	27	31,8%
B - More YES than NO	35	41,2%
C - More NO than YES	16	18,8%
D - Definitely NO	7	8,2%
Total	85	100%
NA	1	



Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	a.v.	%	
		2018-19	2017-18
A - Exchange	28	32,6	32,2
B - CEMS-MIM	0	0,0	0,0
C- Double Degree	11	12,8	11,1
D - Free-Mover	1	1,2	2,2
E - Campus Abroad	0	0,0	3,3
F- None	46	53,5	51,1
Total	86	100,0	100,0
NA	0		

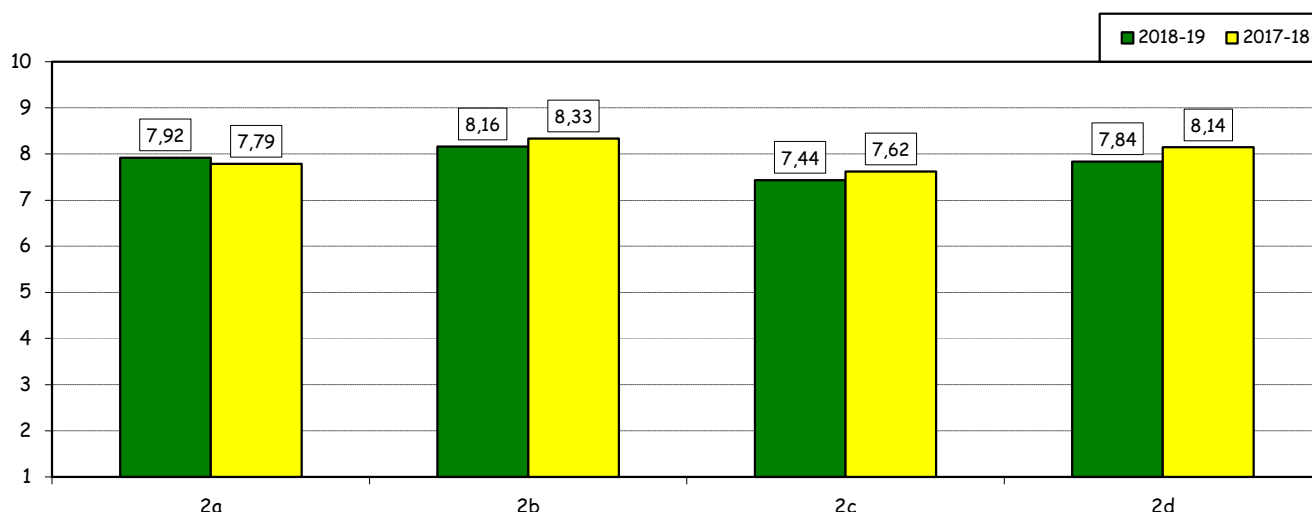


How do you evaluate:

(only A, B, C or E answers to item no.1)

Item	Answers	Negative				Positive				Total		N.A. a.v.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
2a) Quantity and completeness of information provided through: "International Week," emails, brochures, International Relations Service web page.		0	0,0	1	2,6	25	65,8	12	31,6	38	100,0	1
2b) The range and interest of programs offered.		1	2,6	2	5,3	18	47,4	17	44,7	38	100,0	1
2c) The convenience of the study abroad desk's opening hours.		0	0,0	6	15,4	23	59,0	10	25,6	39	100,0	0
2d) The support you received from Bocconi International Relations.		0	0,0	4	10,8	20	54,1	13	35,1	37	100,0	2

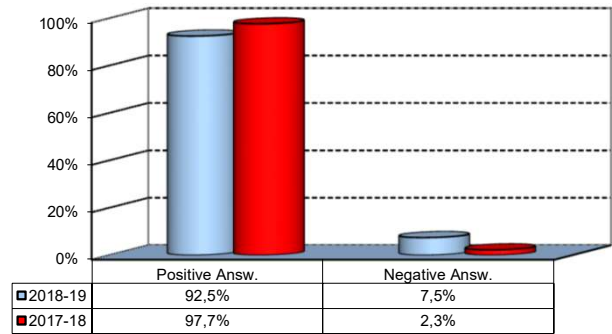
Over time comparison



Experience Of Studying Abroad

3) Would you positively evaluate this experience?

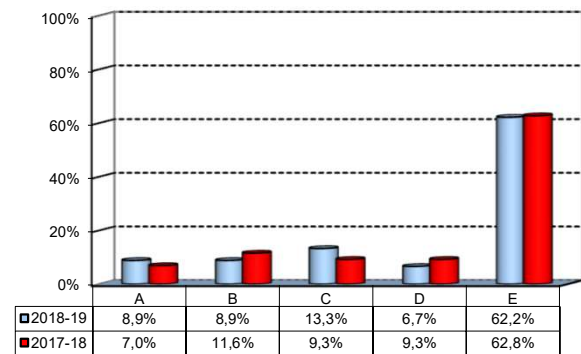
Answers	v. a.	%
A - Definitely YES	30	75,0%
B - More YES than NO	7	17,5%
C - More NO than YES	2	5,0%
D - Definitely NO	1	2,5%
Total	40	100%
NA	0	



(In case of answer "F" to item no.1)

4) Please indicate why you did not attend a period of study abroad (select all relevant reasons):

Answers	a. v.	%
A-Lack of interest in this kind of experience	4	8,9%
B-Absence of the requirements needed for participation in the program selected	4	8,9%
C-Rejection of your application	6	13,3%
D-Lack of time during the period of study	3	6,7%
E-Other (personal, family, organizational reasons, etc.)	28	62,2%
Total	45	100%
NA	1	



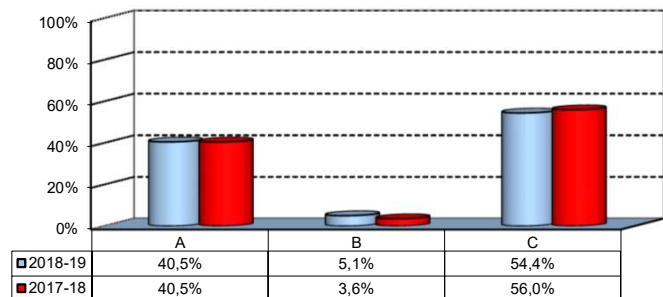
Internship Activities

1) Which activity recognized in your curriculum did you complete during the MSc program?

Answers	a.v.	%	
		2018-19	2017-18
A - Internship	80	95,2	100,0
B - Other job experience (with any contract different from Internship)	0	0,0	0,0
C - Field Project	4	4,8	0,0
D - None	0	0,0	0,0
Total	84	100,0	100,0
NA	2		

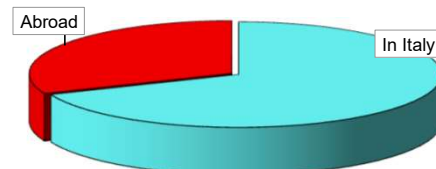
2) How did you find the internship?

Answers	a.v.	%
A - Through the University's Placement Services*	32	40,5%
B - Through the faculty members of the degree	4	5,1%
C - Through autonomous way then recognized by the degree program	43	54,4%
Total	79	100,0%
NA	1	



3) Where did you complete the internship recognized by the Bachelor program?

Answers	a.v.	%	
		2018-19	2017-18
In Italy	55	68,8%	58,6%
Abroad	25	31,3%	41,4%
Total	80	100%	100%
NA	0		



*JobGate, Internship Programs, meetings and company presentations, Bocconi&Jobs, Placement Library services, websites in the Lavoro.net section.

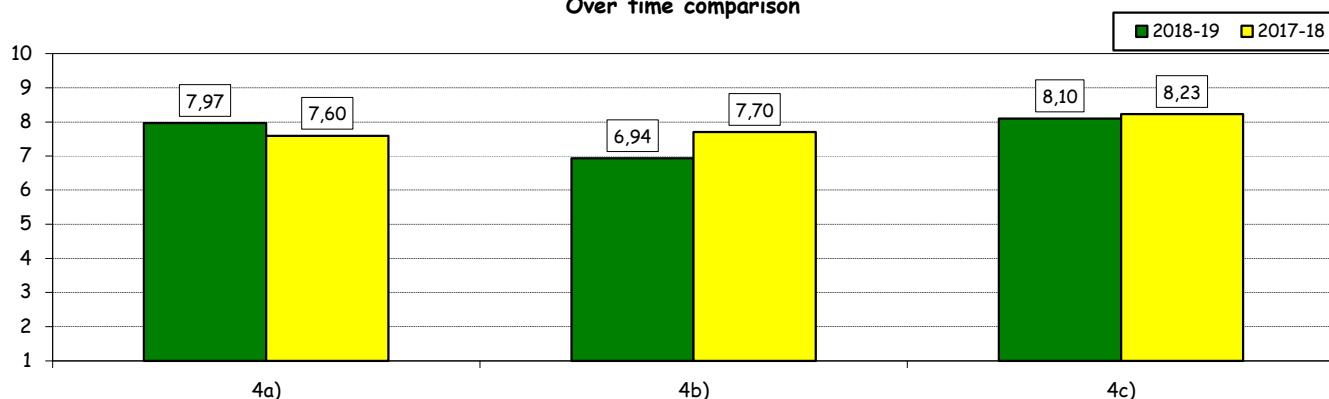
Internship Activities

How would you evaluate:

(in case of answer A to item n.2)

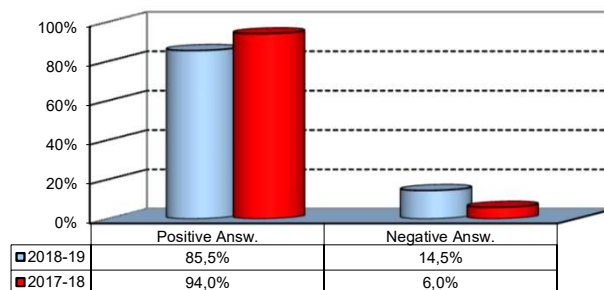
Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
4a) The convenience of the internship front desk's opening hours.		0	0,0	2	6,9	15	51,7	12	41,4	29	100,0	3
4b) The number and variety of opportunities offered.		2	6,5	6	19,4	14	45,2	9	29,0	31	100,0	1
4c) The support you received from the Internship Office.		0	0,0	1	3,4	15	51,7	13	44,8	29	100,0	3

Over time comparison



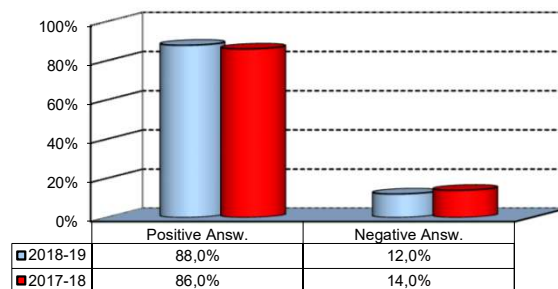
5) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	32	38,6%
B - More YES than NO	39	47,0%
C - More NO than YES	11	13,3%
D - Definitely NO	1	1,2%
Total	83	100%
NA	1	



6) Do you think that the qualifications you acquired while attending the MSc program were appropriate to perform this activity?

Answers	a.v.	%
A - Definitely YES	25	30,1%
B - More YES than NO	48	57,8%
C - More NO than YES	10	12,0%
D - Definitely NO	0	0,0%
Total	83	100%
NA	1	

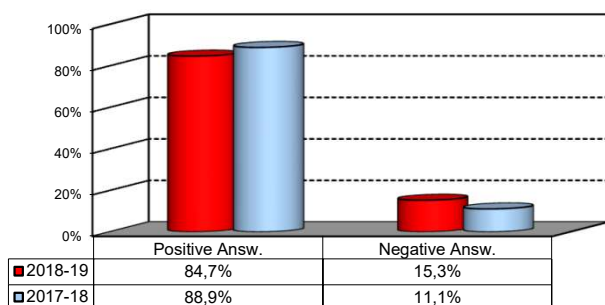


General satisfaction and short-term plans

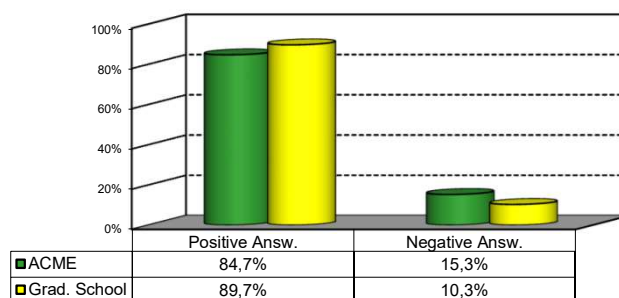
1) Are you satisfied overall with the study program you attended?

Answers	Italian		International		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	28	41,8%	4	22,2%	32	37,6%
B - More YES than NO	30	44,8%	10	55,6%	40	47,1%
C - More NO than YES	8	11,9%	4	22,2%	12	14,1%
D - Definitely NO	1	1,5%	0	0,0%	1	1,2%
Total	67	100%	18	100%	85	100%
NA	1		0		1	

Over time comparison



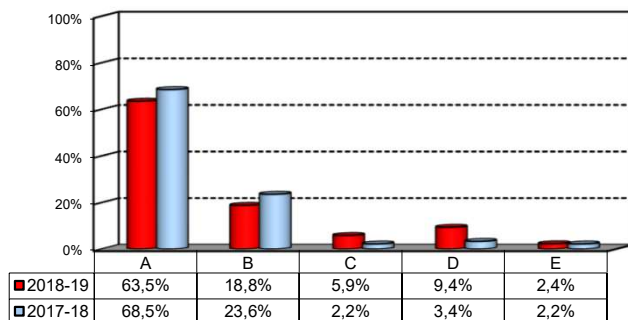
Comparison with the overall School data



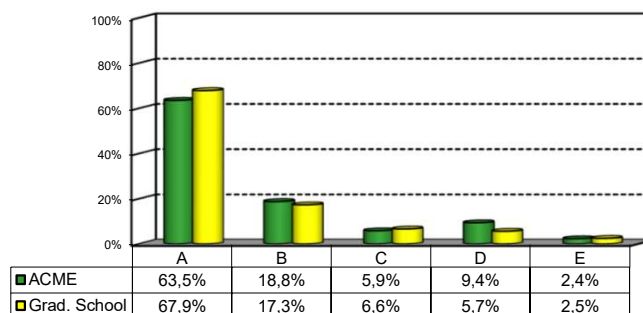
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		International		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	44	65,7%	10	55,6%	54	63,5%
B-YES, in another program at this University	15	22,4%	1	5,6%	16	18,8%
C-YES, in the same program but at another University	3	4,5%	2	11,1%	5	5,9%
D-YES, in another program at another University	5	7,5%	3	16,7%	8	9,4%
E-NO, I would not enrol in university anymore	0	0,0%	2	11,1%	2	2,4%
Total	67	100%	18	100%	85	100%
NA	1		0		1	

Over time comparison



Comparison with the overall School data



General satisfaction and short-term plans

(In case of answer "B" to item no.2a)

2b) Which program would you enroll at this University?

MSc	a. v.	%
ACME	0	0,0%
AFC	0	0,0%
CLEFIN-Fin	0	0,0%
CLELI	0	0,0%
DES-ESS	0	0,0%
EMIT	3	20,0%
GIO	1	6,7%
IM	1	6,7%
M	5	33,3%
MM	5	33,3%
Total	15	100%
NA	1	

2c) Why would you make a different choice?

(In case of answer "C", "D" or "E" to item no.2a)

Answers	a. v.	% 2018-19	% 2017-18
A - My interest has changed over time / I discovered that I have different attitudes	4	26,7%	16,7%
B - The program did not satisfy my expectations	8	53,3%	27,8%
C - I would have preferred to attend a program with a more generalist approach	0	0,0%	5,6%
D - I would have preferred to attend a program with a more specialist approach	2	13,3%	22,2%
E - I would have preferred to attend the same program but taught in English	0	0,0%	5,6%
F - Other reasons	1	6,7%	22,2%
Total	15	100%	100%
NA	0		

F- Other reasons:

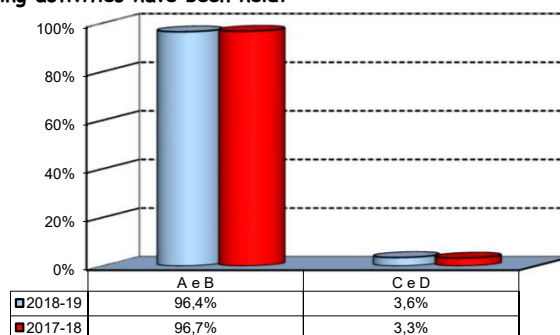
Non ho trovato, se non per qualche rara eccezione, degli elementi di rottura col corso di laurea triennale, il quale, paradossalmente, ha contribuito maggiormente alla mia formazione. Probabilmente la vera meraviglia di questa biennale è stata l'exchange.

The school does not accommodate non-italian speakers very well

Infrastructure: Classrooms, Library And Facilities

1) What is your opinion about the classrooms where lessons and other teaching activities have been held?*

Answers	a.v.	%
A - Always or nearly always adequate	59	69,4%
B - Often adequate	22	25,9%
C - Rarely adequate	3	3,5%
D - Never adequate	0	0,0%
E - I did not use them	1	1,2%
Total	85	100%
NA	1	

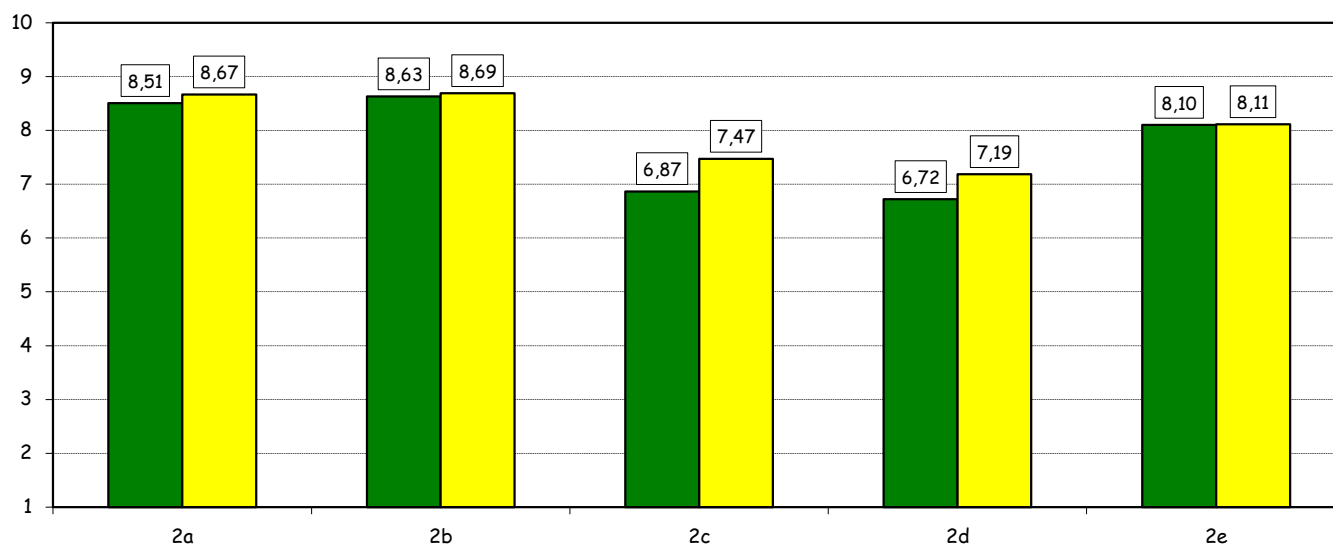
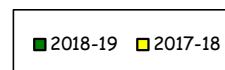


2) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no.1)

Item	Answers	Negative				Positive				Total		NA	N.R.
		1-2		3-4-5		6-7-8		9-10		a.v.	%		
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
a) The adequacy of the audio and multimedia systems (e.g. instructor's computer, projectors, video players) installed in the classrooms.		0	0,0	1	1,2	40	48,2	42	50,6	83	100,0		1
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		0	0,0	3	3,6	28	33,3	53	63,1	84	100,0		0
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		7	9,3	9	12,0	37	49,3	22	29,3	75	100,0	7	2
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		7	9,3	10	13,3	38	50,7	20	26,7	75	100,0	8	1
e) The clarity and adequacy of the signage system on campus.		1	1,2	4	4,9	39	48,1	37	45,7	81	100,0		3

Over time comparison

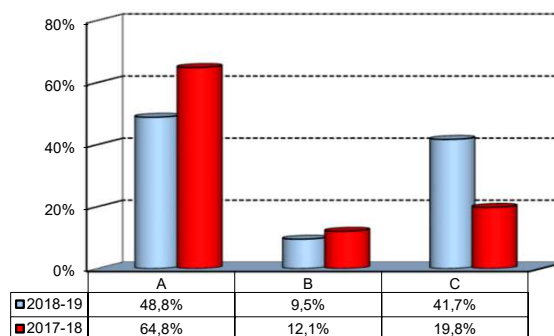


(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

Infrastructure: Classrooms, Library And Facilities

3) What is your overall opinion on the PC Labs and IT facilities provided by the University?

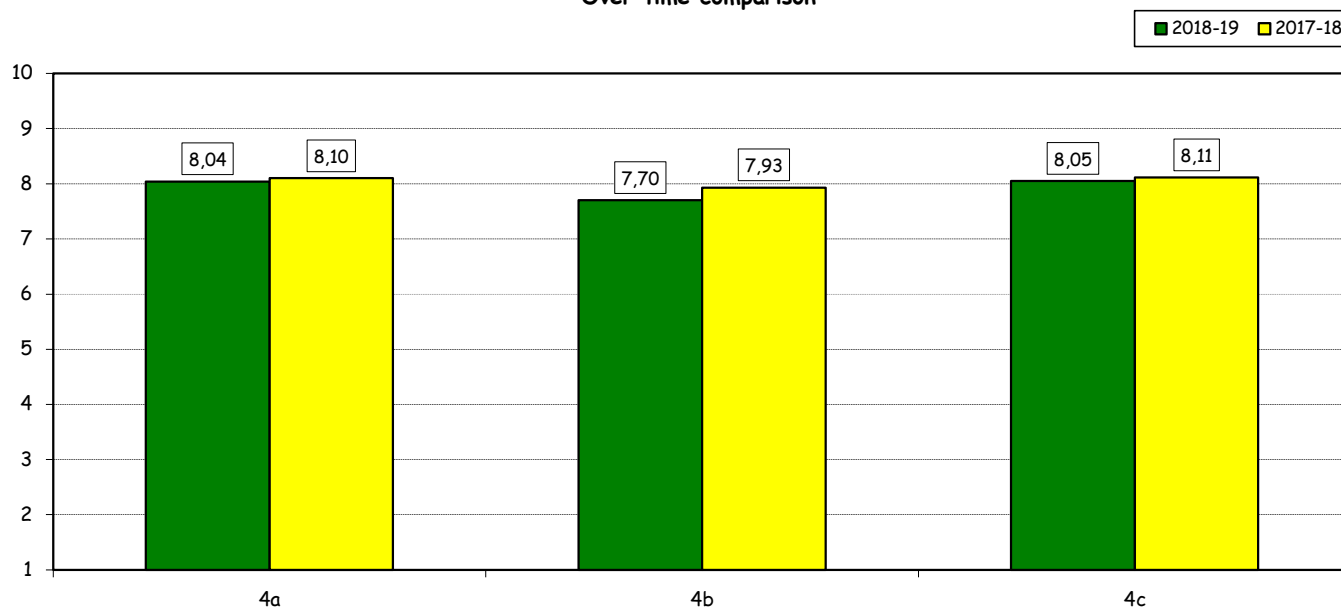
Answers	a.v.	%
A- Adequate in number	41	48,8%
B- Inadequate in number	8	9,5%
C- Never used	35	41,7%
Total	84	100%
NA	2	



4) How do you evaluate:

Item	Answers	Negative				Positive				Total		N.R.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
a) The availability of technical staff supporting students (Tutors) in PC Labs.*		0	0,0	2	4,3	29	61,7	16	34,0	47	100,0	2
b) The convenience of the PC Labs' opening hours.*		0	0,0	1	2,1	35	74,5	11	23,4	47	100,0	2
c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection).		0	0,0	3	3,8	51	64,6	25	31,6	79	100,0	5

Over time comparison

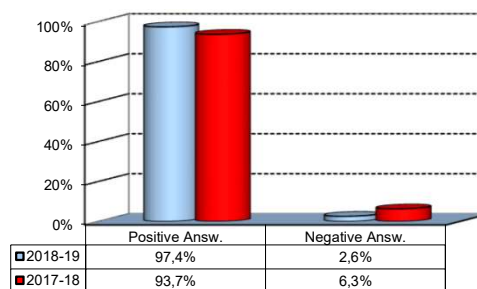


(*): Only in case of answer "A" or "B" to item no.3

Infrastructure: Classrooms, Library And Facilities

5) What is your overall opinion on the Library's services, such as support for individual study?*

Answers	a.v.	%
A - Very Positive	39	45,9%
B - Quite positive	35	41,2%
C - Quite negative	1	1,2%
D - Very Negative	1	1,2%
E - Never used	9	10,6%
Total	85	100%
NA	1	



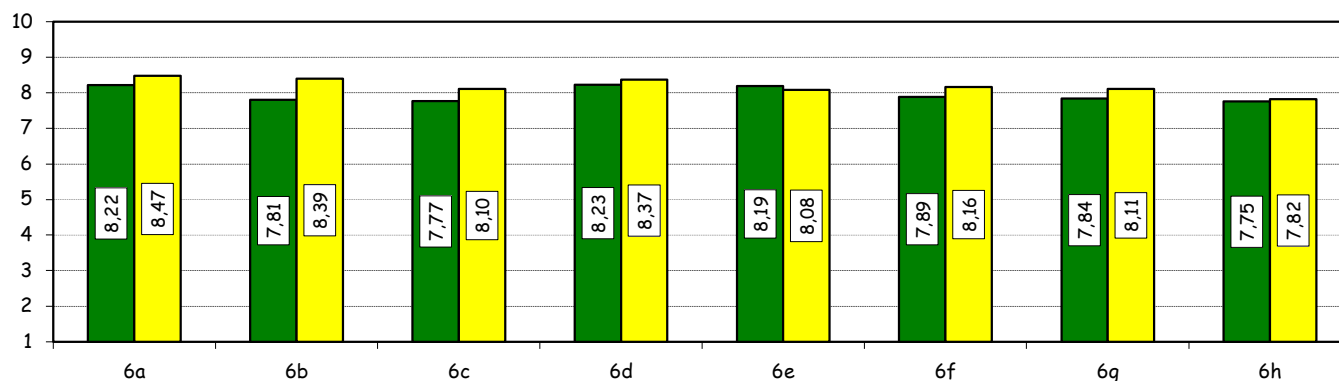
6) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no. 5)

Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
a) The convenience of the Library's opening hours and access to its main services.		1	1,4	4	5,5	31	42,5	37	50,7	73	100,0	3
b) The range of collections available in the Library and the frequency they are updated (books, magazines, electronic resources, databases).		3	4,2	3	4,2	37	51,4	29	40,3	72	100,0	4
c) The speed of fulfillment of requests for documents provided by other Libraries.		2	3,1	4	6,2	33	50,8	26	40,0	65	100,0	11
d) The number of documents that may be borrowed and the duration of the loan period.		0	0,0	2	3,3	30	49,2	29	47,5	61	100,0	15
e) The assistance provided by the Library staff in bibliographic searches for specific topics and in the use of Library's print and electronic collections.		0	0,0	3	4,3	36	51,4	31	44,3	70	100,0	6
f) The efficiency and ease of use of the search tools provided (on and off campus).		1	1,4	5	6,9	40	55,6	26	36,1	72	100,0	4
g) The number of books and journals available on open shelves in the reading rooms.		0	0,0	6	8,7	37	53,6	26	37,7	69	100,0	7
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.).		0	0,0	3	5,7	31	58,5	19	35,8	53	100,0	23

Over time comparison

2018-19 2017-18



(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.