

**EVALUATION OF
THE DEGREE PROGRAM AND THE
UNIVERSITY EXPERIENCE**

**MASTER OF SCIENCE IN
ECONOMICS AND MANAGEMENT IN
ARTS, CULTURE, MEDIA AND
ENTERTAINMENT
a.y. 2020-2021**

SURVEY PERIOD: JULY 2021 - JULY 2022

N° QUESTIONNAIRES PROCESSED: 87

N° OF GRADUATE STUDENTS: 92

RESPONSE RATE: 94,6%



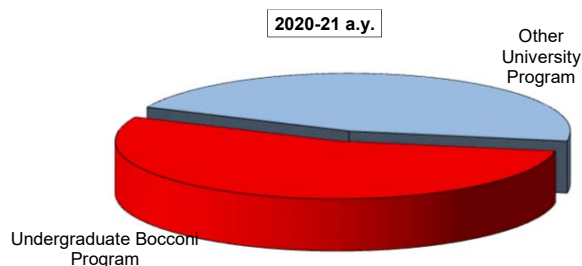
EVALUATION OF UNIVERSITY EXPERIENCE

Economics and Management in Arts, Culture, Media and Entertainment

General information

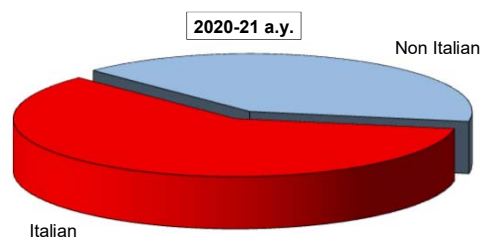
Undergraduate Career

Answers	%		
	a.v.	2020-21	2019-20
Undergraduate Bocconi Program	47	54,0	56,3
Other University Program	40	46,0	43,8
Total	87	100,0	100,0
NA	0		



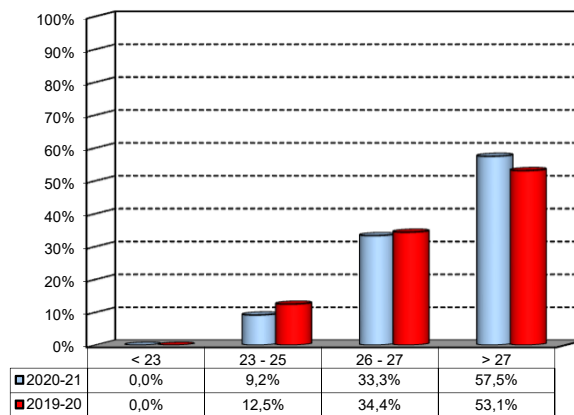
Nationality

Answers	%		
	a.v.	2020-21	2019-20
Italian	52	59,8%	62,5%
Non Italian	35	40,2%	37,5%
Total	87	100%	100%
NA	0		



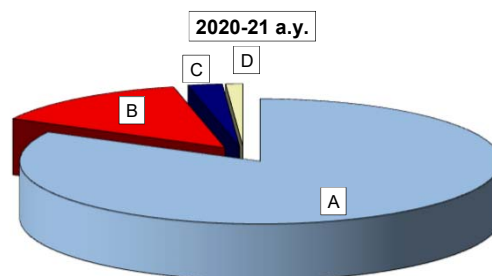
Average mark of the exams passed:
(approximate average expressed in 30/30)

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	1,1%
24	0	0,0%
25	7	8,0%
26	11	12,6%
27	18	20,7%
28	34	39,1%
29	16	18,4%
30	0	0,0%
Total	87	100%
NA	0	



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

Answers	%		
	a.v.	2020-21	2019-20
A - More than 75%	72	82,8	76,0
B - Between 50 and 75%	12	13,8	7,3
C - Between 25 and 50%	2	2,3	2,1
D - Less than 25%	1	1,1	14,6
Total	87	100,0	100,0
NA	0		

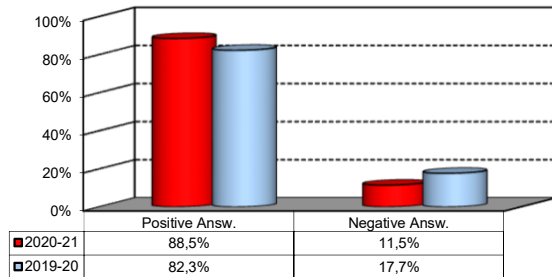


Study Experience

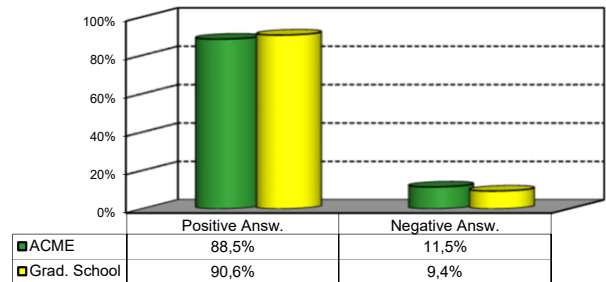
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	15	28,8%	20	57,1%	35	40,2%
B - More YES than NO	29	55,8%	13	37,1%	42	48,3%
C - More NO than YES	8	15,4%	2	5,7%	10	11,5%
D - Definitely NO	0	0,0%	0	0,0%	0	0,0%
Total	52	100%	35	100%	87	100%
NA	0		0			

Over time comparison



Comparison with the overall School data



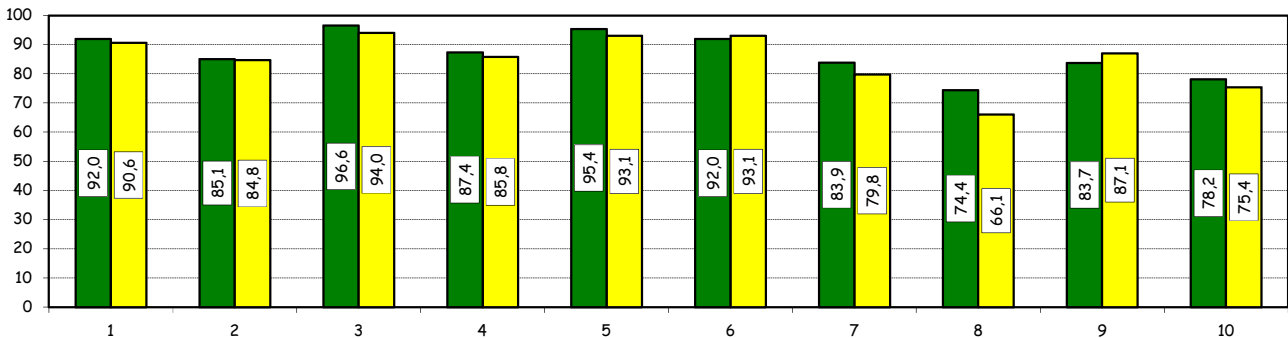
Study Experience

2) Do you think that your course of study at 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	60	69,0	20	23,0	5	5,7	2	2,3	87	100,0	0
2	Interpersonal skills	48	55,2	26	29,9	11	12,6	2	2,3	87	100,0	0
3	Organizational skills	54	62,1	30	34,5	3	3,4	0	0,0	87	100,0	0
4	Critical thinking skills	42	48,3	34	39,1	10	11,5	1	1,1	87	100,0	0
5	Ability to analyze and select information	47	54,0	36	41,4	4	4,6	0	0,0	87	100,0	0
6	Problem-solving ability	55	63,2	25	28,7	7	8,0	0	0,0	87	100,0	0
7	Written communication skills	31	35,6	42	48,3	12	13,8	2	2,3	87	100,0	0
8	Verbal communication skills	26	30,2	38	44,2	17	19,8	5	5,8	86	100,0	1
9	Ability to cope with stress	39	45,3	33	38,4	14	16,3	0	0,0	86	100,0	1
10	Entrepreneurial spirit	35	40,2	33	37,9	15	17,2	4	4,6	87	100,0	0

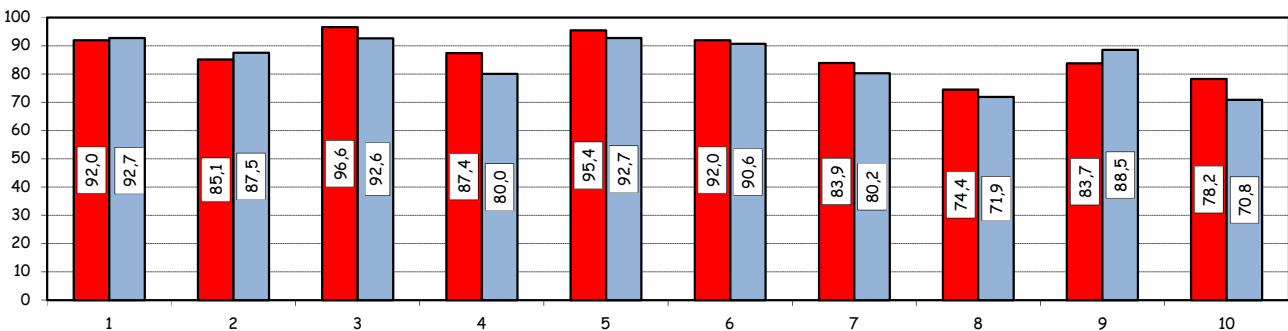
Positive answers (%):
comparison with the overall School data

■ ACME ■ Grad. School



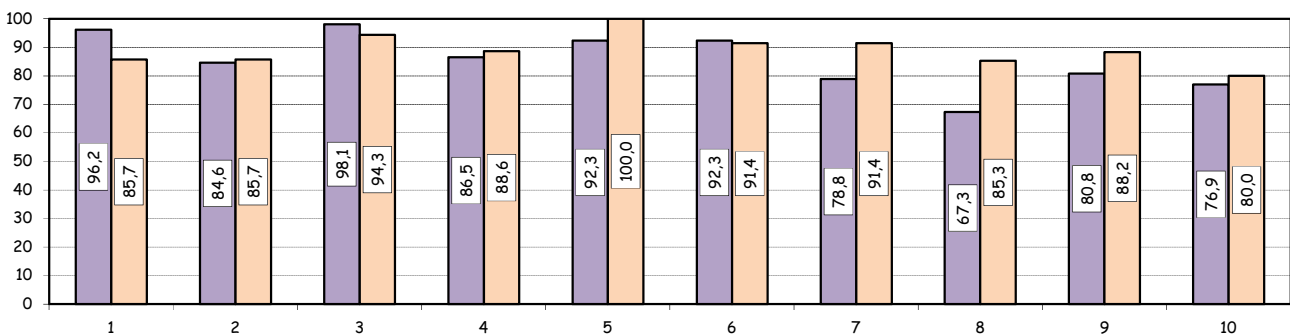
Positive answers (%):
Over time comparison

■ 2020-21 ■ 2019-20



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

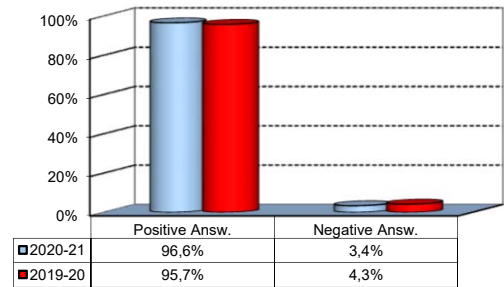
■ Italian ■ Non Italian



Study Experience

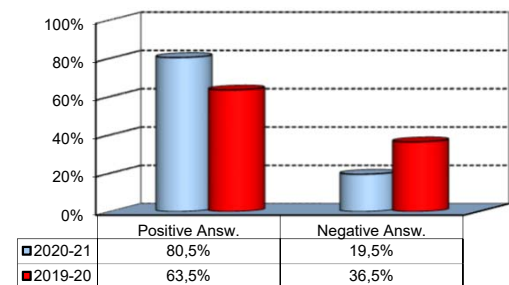
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Answers	a.v.	%
A - Definitely YES	46	52,9%
B - More YES than NO	38	43,7%
C - More NO than YES	3	3,4%
D - Definitely NO	0	0,0%
Total	87	100%
NA	0	



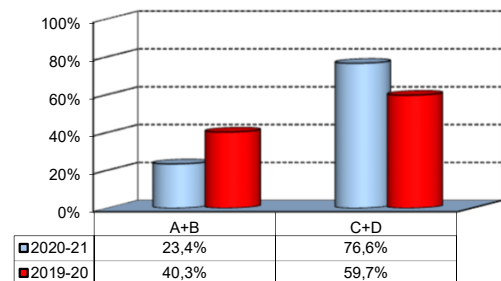
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a.v.	%
A - Definitely YES	22	25,3%
B - More YES than NO	48	55,2%
C - More NO than YES	16	18,4%
D - Definitely NO	1	1,1%
Total	87	100%
NA	0	



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	3	6,4%
B-Often	8	17,0%
C-Hardly ever	25	53,2%
D-Never	11	23,4%
Total	47	100%
NA	40	



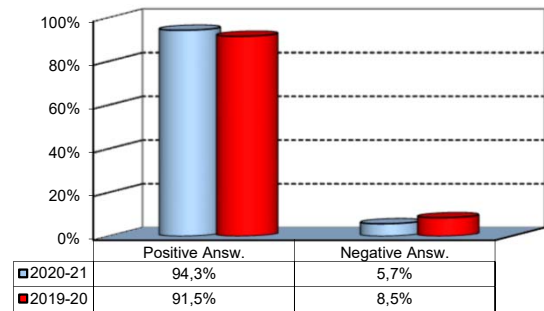
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

Course	a.v.	%
MARKETING AND CRM IN THE ARTS - MARKETING NEI SETTORI CREATIVI	5	20,0%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - MODULE I (STRATEGY AND GOVERNANCE) - MANAGEMENT DELLE ISTITUZIONI CULTURALI E ARTISTICHE	2	8,0%
METODI QUANTITATIVI PER IL MANAGEMENT - APPLICATIONS FOR MANAGEMENT COMMERCIALE	2	8,0%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - MODULE I (STRATEGY AND GOVERNANCE) - ECONOMIA AZIENDALE E DELLE ISTITUZIONI CULTURALI	2	8,0%
Other	12	48,0%
TOTAL	25	100,0%

Study Experience

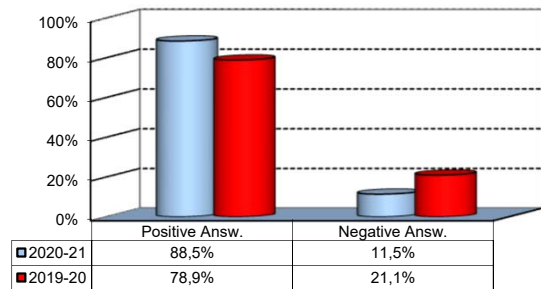
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a.v.	%
A - Definitely YES	39	44,8%
B - More YES than NO	43	49,4%
C - More NO than YES	5	5,7%
D - Definitely NO	0	0,0%
Total	87	100%
NA	0	



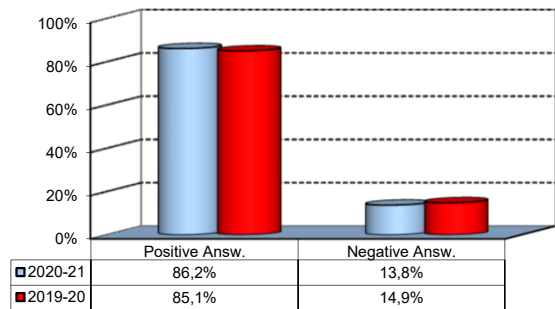
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a.v.	%
A - Definitely YES	23	26,4%
B - More YES than NO	54	62,1%
C - More NO than YES	10	11,5%
D - Definitely NO	0	0,0%
Total	87	100%
NA	0	



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	36	41,4%
B - More YES than NO	39	44,8%
C - More NO than YES	10	11,5%
D - Definitely NO	2	2,3%
Total	87	100%
NA	0	

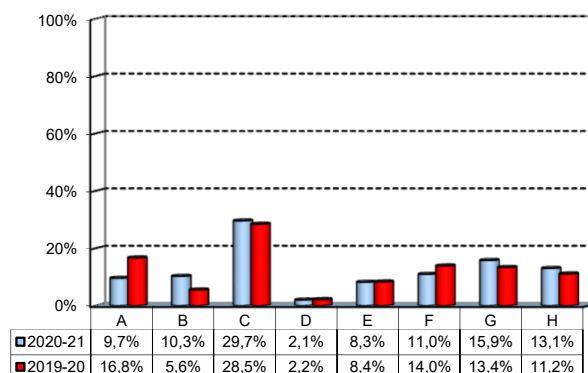


Extracurricular Activities

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

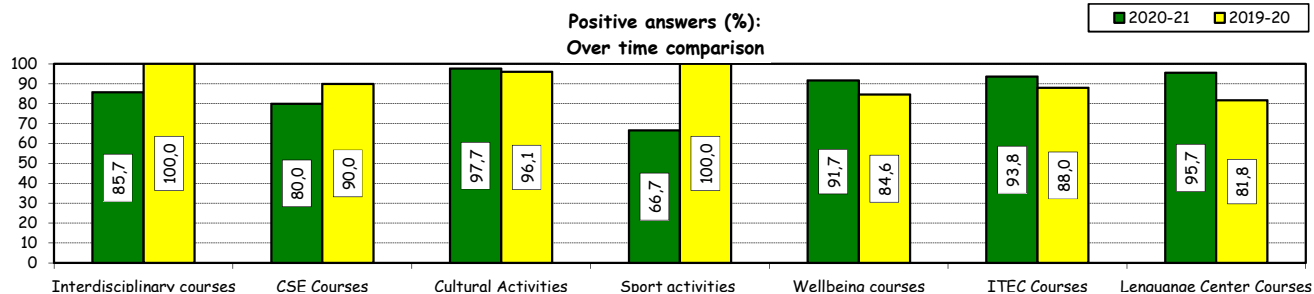
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	14	9,7%
B - Counseling and Self-Empowerment courses CSE	15	10,3%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	43	29,7%
D - Sport activities	3	2,1%
E - Wellbeing courses	12	8,3%
F - Courses offered by ITEC	16	11,0%
G - Courses offered by Language Center	23	15,9%
H - None	19	13,1%
Total	145	100%
NA	0	



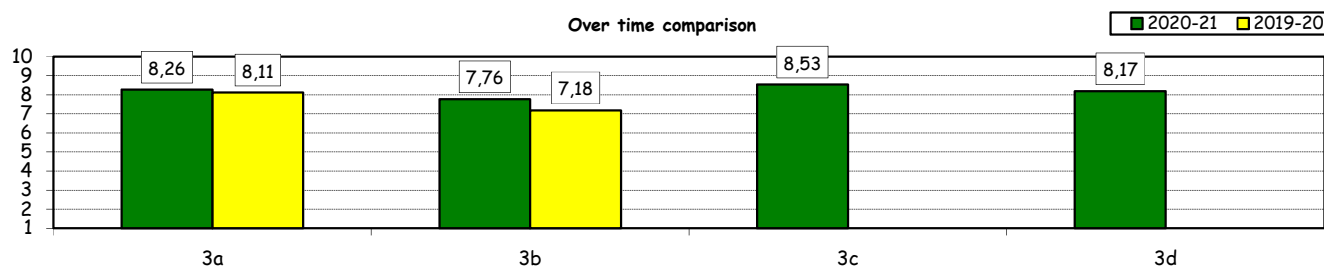
2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

	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.v.
A - Interdisciplinary courses (Sapere a tutto campo)	6	42,9	6	42,9	2	14,3	0	0,0	14	100,0	0
B - CSE Courses	9	60,0	3	20,0	3	20,0	0	0,0	15	100,0	0
C - Cultural Activities	32	74,4	10	23,3	1	2,3	0	0,0	43	100,0	0
D - Sport activities	1	33,3	1	33,3	1	33,3	0	0,0	3	100,0	0
E - Wellbeing courses	5	41,7	6	50,0	1	8,3	0	0,0	12	100,0	0
F - Courses offered by ITEC	8	50,0	7	43,8	1	6,3	0	0,0	16	100,0	0
G - Courses offered by Language Center	14	60,9	8	34,8	1	4,3	0	0,0	23	100,0	0



How would you evaluate:

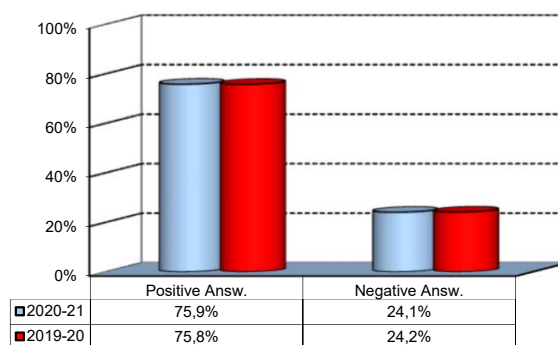
Item	Answers	Negative				Positive				Total		NA
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
3a) The range and interest of programmes offered	0	0,0	1	1,5	37	54,4	30	44,1	68	100,0	0	
3b) The support you received from the Campus Life Office	0	0,0	6	9,0	41	61,2	20	29,9	67	100,0	1	
3c) The support you received from ITEC	0	0,0	1	6,7	6	40,0	8	53,3	15	100,0	1	
3d) The support you received from Language Center	0	0,0	3	13,0	11	47,8	9	39,1	23	100,0	0	



Degree Thesis

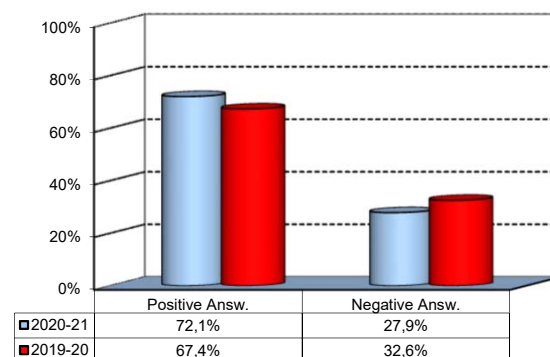
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a.v.	%
A - Definitely YES	29	33,3%
B - More YES than NO	37	42,5%
C - More NO than YES	14	16,1%
D - Definitely NO	7	8,0%
Total	87	100%
NA	0	



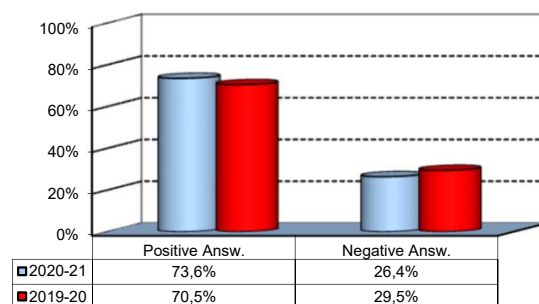
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a.v.	%
A - Definitely YES	28	32,6%
B - More YES than NO	34	39,5%
C - More NO than YES	20	23,3%
D - Definitely NO	4	4,7%
Total	86	100%
NA	1	



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?

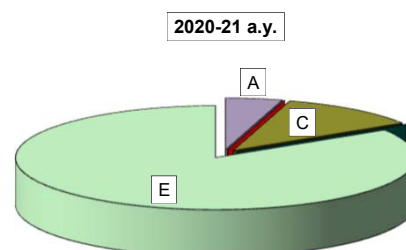
Answers	a.v.	%
A - Definitely YES	27	31,0%
B - More YES than NO	37	42,5%
C - More NO than YES	16	18,4%
D - Definitely NO	7	8,0%
Total	87	100%
NA	0	



Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	a.v.	%	
		2020-21	2019-20
A - Exchange	4	4,6	21,9
B - CEMS-MIM	0	0,0	0,0
C- Double Degree	10	11,5	11,5
D - Free-Mover	0	0,0	0,0
E- None	73	83,9	66,7
Total	87	100,0	100,0
NA	0		

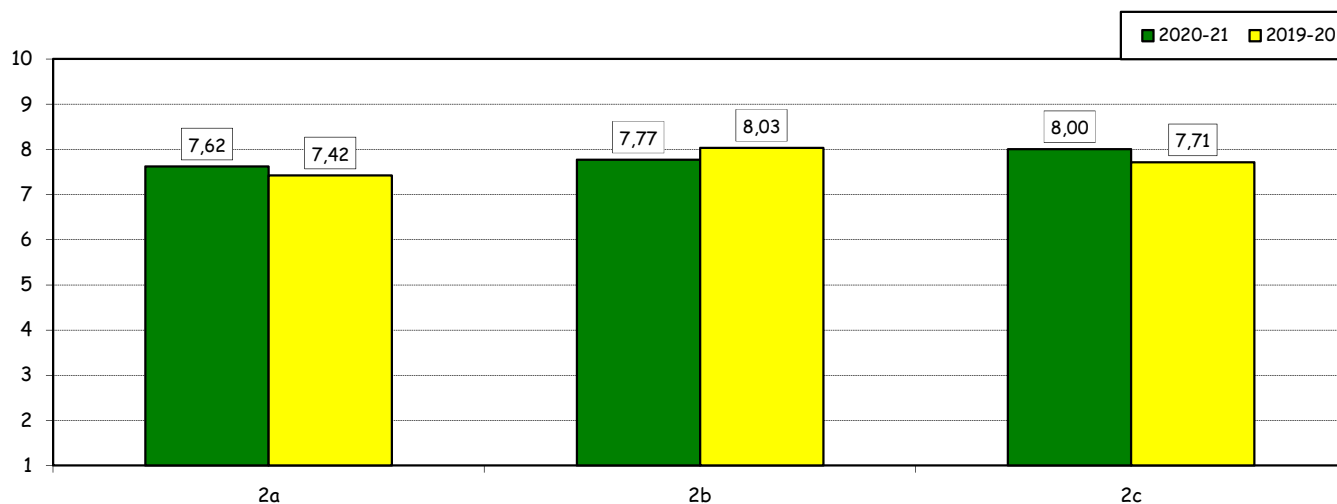


How would you evaluate:

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

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.
2a) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.		0	0,0	1	7,7	10	76,9	2	15,4	13	100,0	1
2b) The range and interest of programs offered.		1	7,7	1	7,7	4	30,8	7	53,8	13	100,0	1
2c) The support you received from Bocconi International Relations.		0	0,0	1	7,7	8	61,5	4	30,8	13	100,0	1

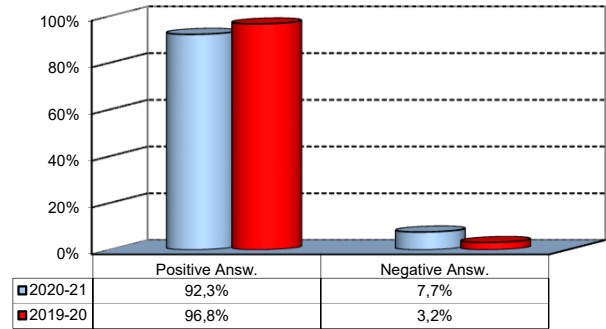
Over time comparison



Experience Of Studying Abroad

3) Would you positively evaluate this experience?

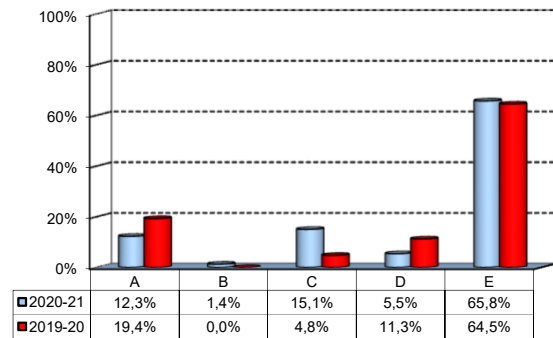
Answers	v.a.	%
A - Definitely YES	5	38,5%
B - More YES than NO	7	53,8%
C - More NO than YES	1	7,7%
D - Definitely NO	0	0,0%
Total	13	100%
NA	1	



(In case of answer "E" 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	9	12,3%
B-Absence of the requirements needed for participation in the program selected	1	1,4%
C-Rejection of your application	11	15,1%
D-Lack of time during the period of study	4	5,5%
E-Other (personal, family, organizational reasons, etc.)	48	65,8%
Total	73	100%
NA	0	



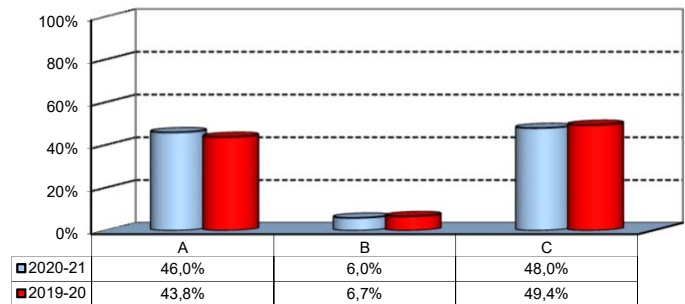
Internship Activities

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

Answers	a.v.	%	
		2020-21	2019-20
A - Internship/Other job experience	59	67,8	95,7
B - Field Project	1	1,1	4,3
C - Alternative Activity [^]	27	31,0	0,0
Total	87	100,0	100,0
NA	0		

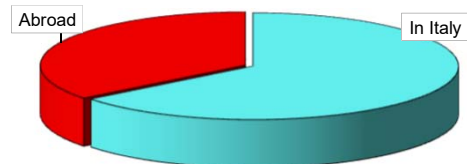
2) How did you find the internship?*

Answers	a.v.	%
A - Through the University's Placement Services	23	46,0%
B - Through the faculty members of the degree program	3	6,0%
C - Through autonomous way then recognized by the degree program	24	48,0%
Total	50	100,0%
NA	37	



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

Answers	a.v.	%	
		2020-21	2019-20
In Italy	38	64,4%	52,8%
Abroad	21	35,6%	47,2%
Total	59	100%	100%
NA	0		



*:Item not submitted to students starting from the graduation sessions of April 2022

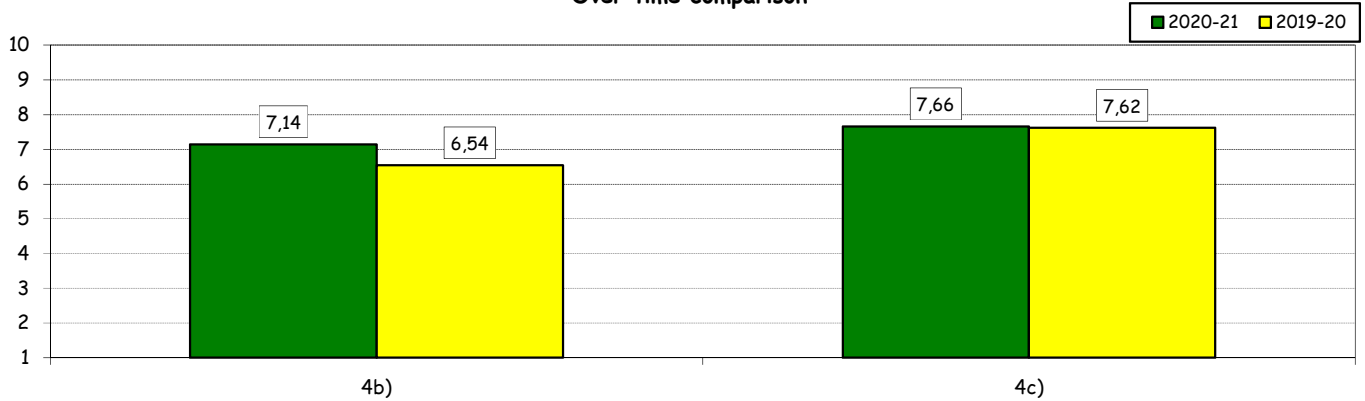
[^]:During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

Internship Activities

How would you evaluate:

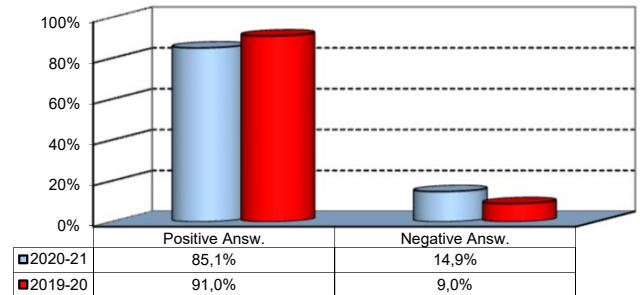
Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
4a) The number and variety of opportunities offered.		3	8,6	6	17,1	14	40,0	12	34,3	35	100,0	15
4b) The support you received from the Internship Office.		0	0,0	4	11,4	22	62,9	9	25,7	35	100,0	15

Over time comparison



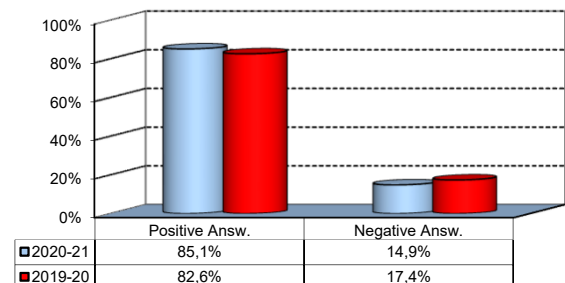
5) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	35	47,3%
B - More YES than NO	28	37,8%
C - More NO than YES	11	14,9%
D - Definitely NO	0	0,0%
Total	74	100%
NA	13	



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	26	35,1%
B - More YES than NO	37	50,0%
C - More NO than YES	10	13,5%
D - Definitely NO	1	1,4%
Total	74	100%
NA	13	

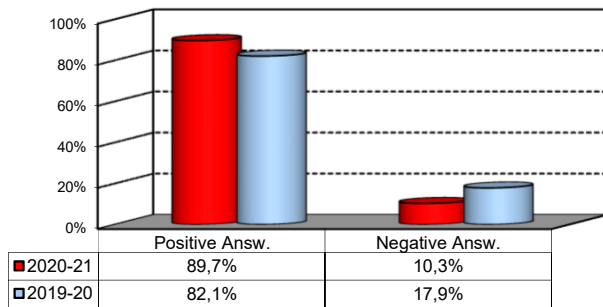


General satisfaction and short-term plans

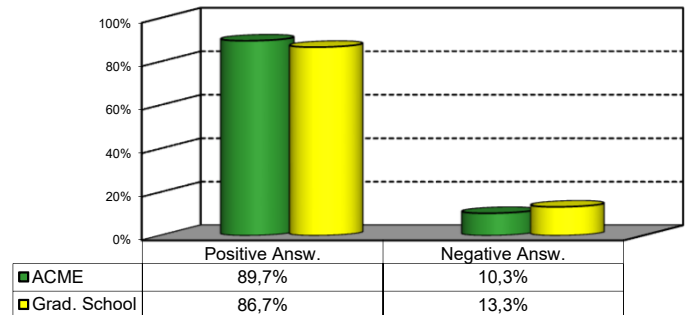
1) Are you satisfied overall with the study program you attended?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	19	36,5%	16	45,7%	35	40,2%
B - More YES than NO	26	50,0%	17	48,6%	43	49,4%
C - More NO than YES	7	13,5%	2	5,7%	9	10,3%
D - Definitely NO	0	0,0%	0	0,0%	0	0,0%
Total	52	100%	35	100%	87	100%
NA	0		0		0	

Over time comparison



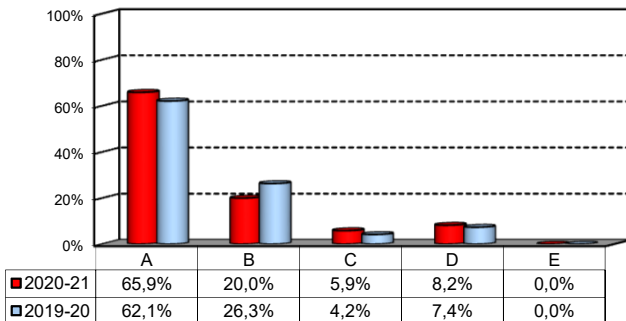
Comparison with the overall School data



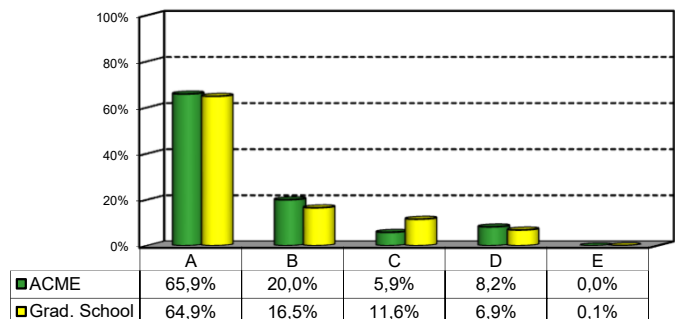
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		Non Italian		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	32	62,7%	24	70,6%	56	65,9%
B-YES, in another program at this University	12	23,5%	5	14,7%	17	20,0%
C-YES, in the same program but at another University	2	3,9%	3	8,8%	5	5,9%
D-YES, in another program at another University	5	9,8%	2	5,9%	7	8,2%
E-NO, I would not enrol in university anymore	0	0,0%	0	0,0%	0	0,0%
Total	51	100%	34	100%	85	100%
NA	1		1		2	

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	1	16,7%
AFC	0	0,0%
FIN	0	0,0%
CLELI	0	0,0%
ESS	0	0,0%
EMIT	2	33,3%
GIO	0	0,0%
IM	2	33,3%
M	0	0,0%
MM	1	16,7%
Total	6	100%
NA	11	

2c) Why would you make a different choice?

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

Answers	a.v.	% 2020-21	% 2019-20
A - My interest has changed over time / I discovered that I have different attitudes	12	44,4%	12,9%
B -The MS program did not satisfy my expectations	11	40,7%	54,8%
C - I would have preferred to attend a MS program with a more generalist approach	1	3,7%	6,5%
D -I would have preferred to attend a MS program with a more specialist approach	1	3,7%	12,9%
E - I would have preferred to attend the same MS program but taught in English	0	0,0%	0,0%
F - Other reasons	2	7,4%	12,9%
Total	27	100%	100%
NA	2		

F- Other reasons:

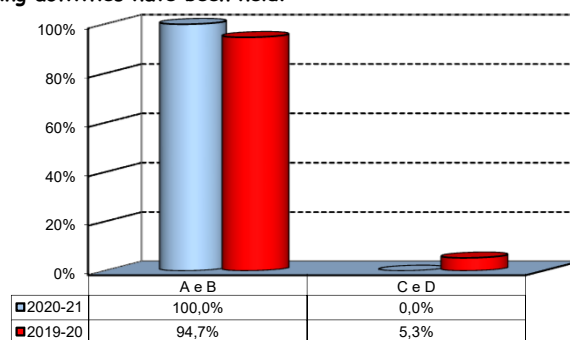
Ritengo che i servizi, come il career service, l'ufficio stage, l'Help & Contact, non sono in linea con la reputazione e l'importo annuale di tasse pagate alla Bocconi. La mia esperienza con la Bocconi e' stata decisamente al di sotto delle mie aspettative

Value for money wasn't appropriate in my opinion. But could also be due to the Covid-19 pandemic.

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	54	62,1%
B - Often adequate	31	35,6%
C - Rarely adequate	0	0,0%
D - Never adequate	0	0,0%
E - I did not use them	2	2,3%
Total	87	100%
NA	0	

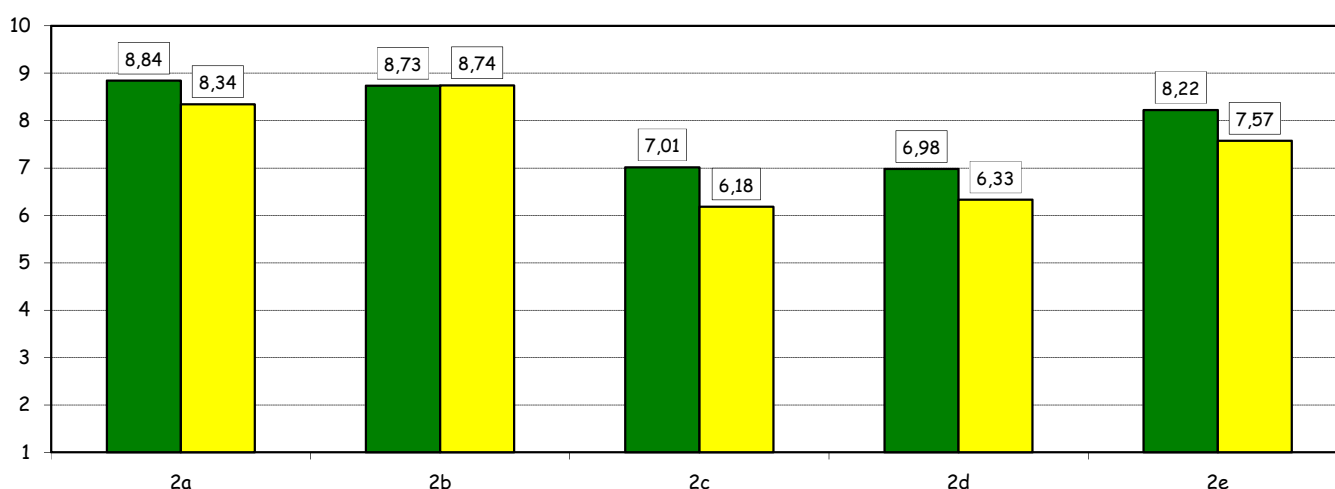
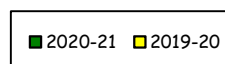


2) How would you evaluate:

(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	0	0,0	30	37,5	50	62,5	80	100,0		0
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		2	2,3	3	3,5	17	19,8	64	74,4	86	100,0		1
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		7	8,1	16	18,6	32	37,2	31	36,0	86	100,0	0	1
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		7	8,2	13	15,3	38	44,7	27	31,8	85	100,0	0	2
e) The clarity and adequacy of the signage system on campus.		0	0,0	8	9,3	34	39,5	44	51,2	86	100,0		1

Over time comparison

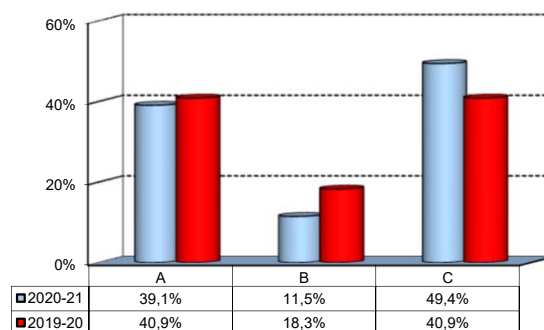


(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

Infrastructure: Classrooms, Library And Facilities

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

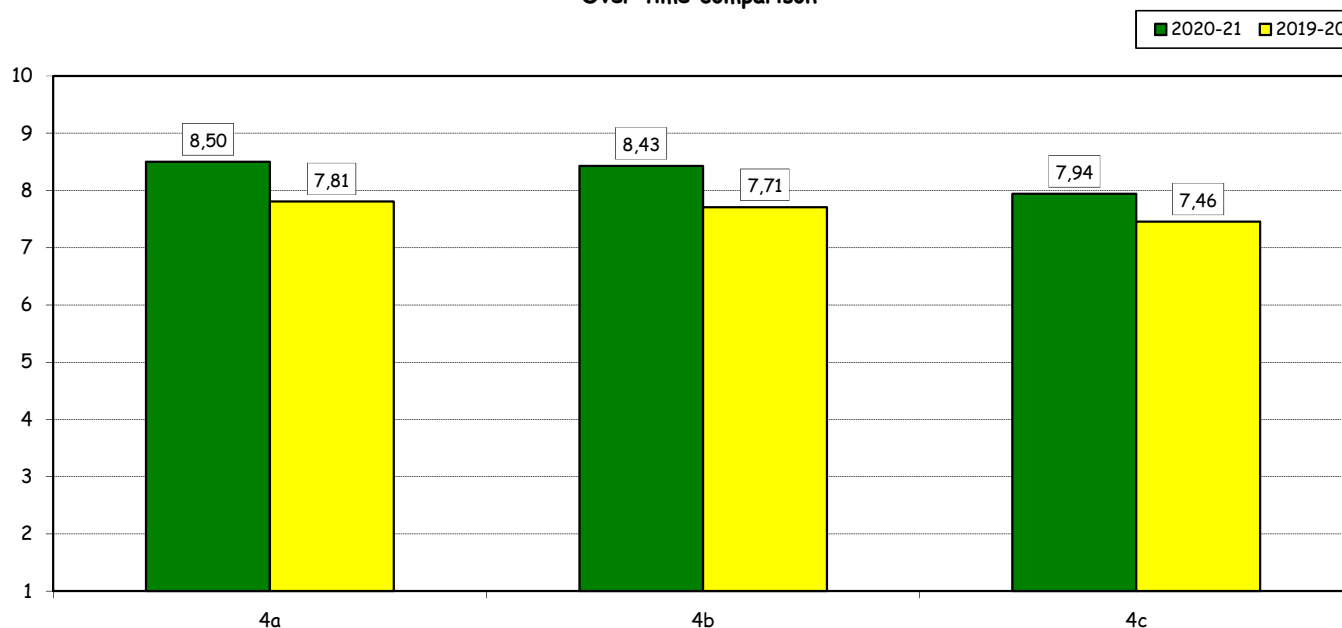
Answers	a.v.	%
A- Adequate in number	34	39,1%
B- Inadequate in number	10	11,5%
C- Never used	43	49,4%
Total	87	100%
NA	0	



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) The availability of technical staff supporting students (Tutors) in PC Labs.*	0	0,0	2	4,5	20	45,5	22	50,0	44	100,0	0
b) The convenience of the PC Labs' opening hours.*	0	0,0	1	2,4	21	50,0	20	47,6	42	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	6	7,1	44	52,4	34	40,5	84	100,0	3

Over time comparison

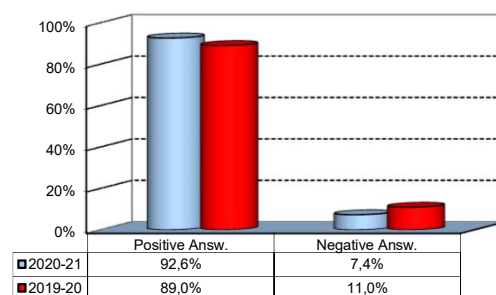


(*): Only in case of answer "A" or "B" to item no.3

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	26	30,2%
B - Quite positive	37	43,0%
C - Quite negative	4	4,7%
D - Very Negative	1	1,2%
E - Never used	18	20,9%
Total	86	100%
NA	1	

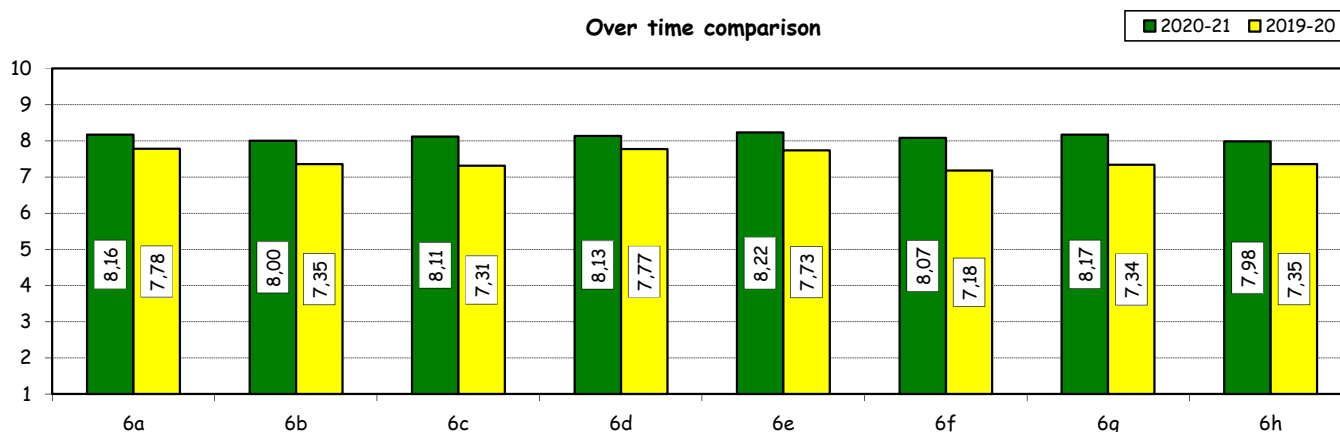


6) How would you evaluate:

(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) The convenience of the Library's opening hours and access to its main services.		0	0,0	6	9,0	27	40,3	34	50,7	67	100,0	1
b) The range of collections available in the Library and the frequency they are updated (books, magazines, electronic resources, databases).		2	2,9	5	7,4	26	38,2	35	51,5	68	100,0	0
c) The speed of fulfillment of requests for documents provided by other Libraries.		0	0,0	5	7,9	26	41,3	32	50,8	63	100,0	5
d) The number of documents that may be borrowed and the duration of the loan period.		1	1,6	4	6,6	25	41,0	31	50,8	61	100,0	7
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	4	6,0	28	41,8	35	52,2	67	100,0	1
f) The efficiency and ease of use of the search tools provided (on and off campus).		0	0,0	6	8,8	29	42,6	33	48,5	68	100,0	0
g) The number of books and journals available on open shelves in the reading rooms.		0	0,0	2	3,1	31	47,7	32	49,2	65	100,0	3
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	5,9	26	51,0	22	43,1	51	100,0	17

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.