

EVALUATION OF THE DEGREE PROGRAM AND THE UNIVERSITY EXPERIENCE

MASTER OF SCIENCE IN ECONOMICS AND MANAGEMENT IN ARTS, CULTURE, MEDIA AND ENTERTAINMENT

SURVEY PERIOD: JULY 2022 - JULY 2023

N° QUESTIONNAIRES PROCESSED: 91

N° OF GRADUATE STUDENTS: 94

RESPONSE RATE: 96,8%



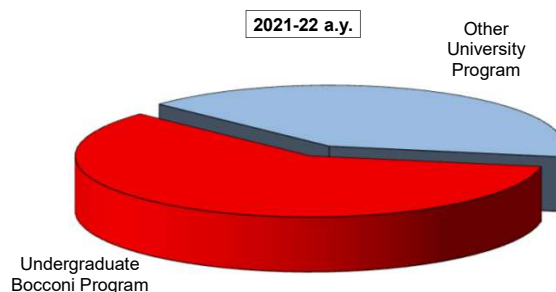
EVALUATION OF UNIVERSITY EXPERIENCE

Economics and Management in Arts, Culture, Media and Entertainment

General information

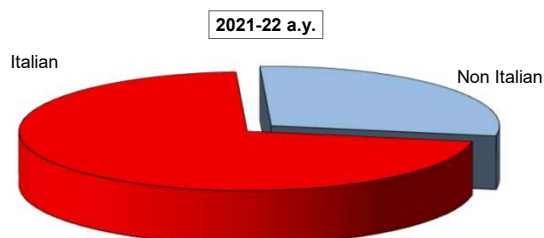
Undergraduate Career

Answers	a.v.	%	
		2021-22	2020-21
Undergraduate Bocconi Program	54	59,3	54,0
Other University Program	37	40,7	46,0
Total	91	100,0	100,0
NA	0		



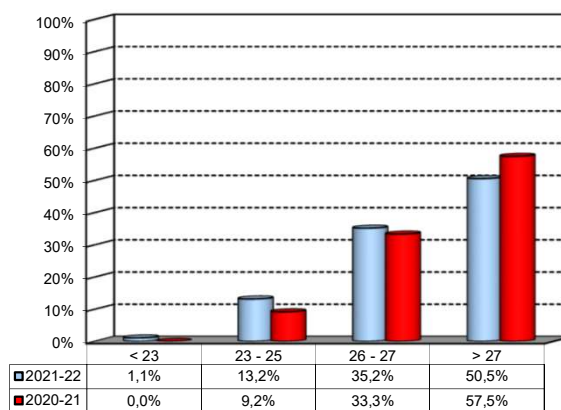
Nationality

Answers	a.v.	%	
		2021-22	2020-21
Italian	65	71,4%	59,8%
Non Italian	26	28,6%	40,2%
Total	91	100%	100%
NA	1		



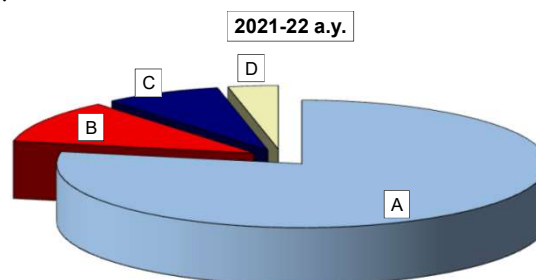
Average mark of the exams passed: (approximate average expressed in 30/30)

Answers	a.v.	%
meno di 23	1	1,1%
23-25	12	13,2%
26-27	32	35,2%
maggiore di 27	46	50,5%
Total	91	100%
NA	0	



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

Answers	a.v.	%	
		2021-22	2020-21
A - More than 75%	71	78,0	82,8
B - Between 50 and 75%	10	11,0	13,8
C - Between 25 and 50%	7	7,7	2,3
D - Less than 25%	3	3,3	1,1
Total	91	100,0	100,0
NA	0		

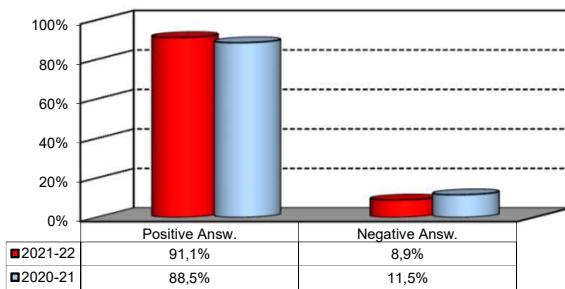


Study Experience

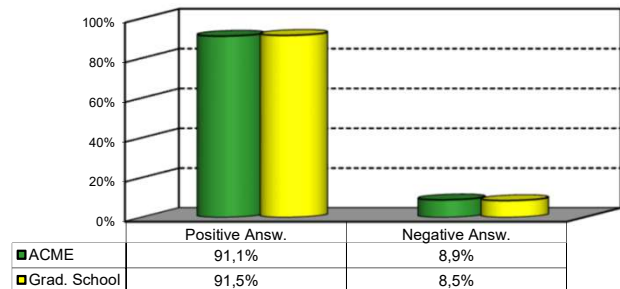
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	25	39,1%	13	50,0%	38	42,2%
B - More YES than NO	34	53,1%	10	38,5%	44	48,9%
C - More NO than YES	4	6,3%	2	7,7%	6	6,7%
D - Definitely NO	1	1,6%	1	3,8%	2	2,2%
Total	64	100%	26	100%	90	100%
NA	1		0			

Over time comparison



Comparison with the overall School data

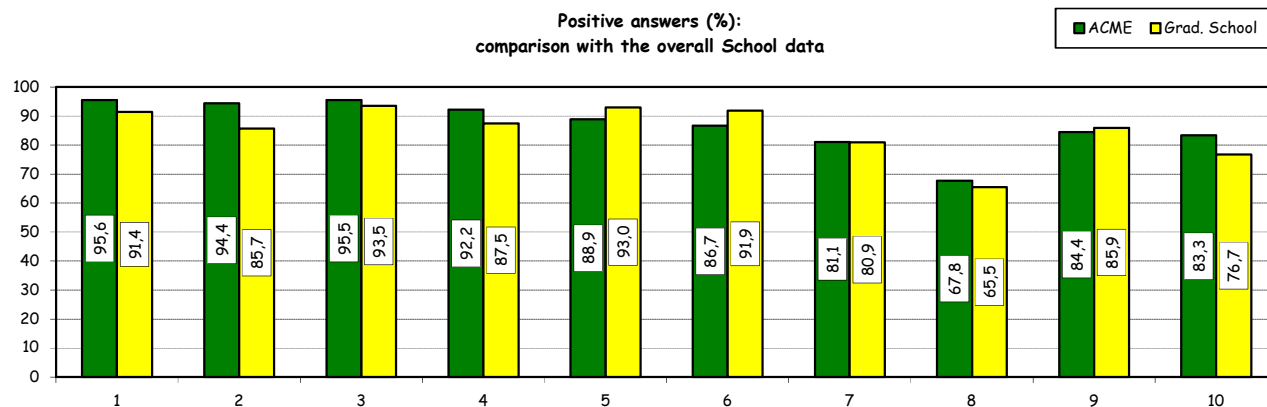


Study Experience

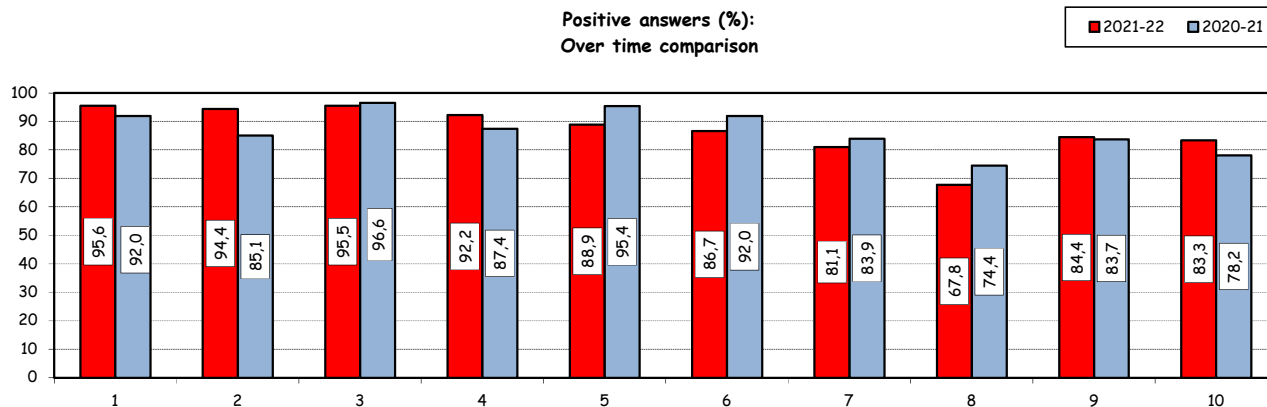
2) Do you think that your course of study at Bocconi has contributed to the development of the following skills?

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	67	74,4	19	21,1	3	3,3	1	1,1	90	100,0	1
2	Interpersonal skills	56	62,9	28	31,5	5	5,6	0	0,0	89	100,0	2
3	Organizational skills	62	69,7	23	25,8	4	4,5	0	0,0	89	100,0	2
4	Critical thinking skills	45	50,0	38	42,2	5	5,6	2	2,2	90	100,0	1
5	Ability to analyze and select information	47	52,2	33	36,7	9	10,0	1	1,1	90	100,0	1
6	Problem-solving ability	47	52,2	31	34,4	12	13,3	0	0,0	90	100,0	1
7	Written communication skills	29	32,2	44	48,9	16	17,8	1	1,1	90	100,0	1
8	Verbal communication skills	30	33,3	31	34,4	27	30,0	2	2,2	90	100,0	1
9	Ability to cope with stress	42	46,7	34	37,8	14	15,6	0	0,0	90	100,0	1
10	Entrepreneurial spirit	35	38,9	40	44,4	12	13,3	3	3,3	90	100,0	1

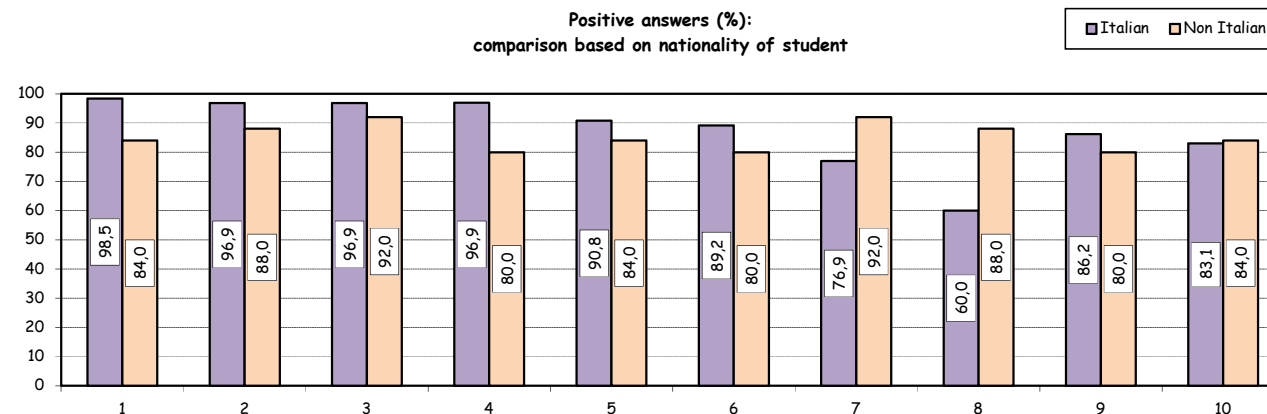
Positive answers (%):
comparison with the overall School data



Positive answers (%):
Over time comparison



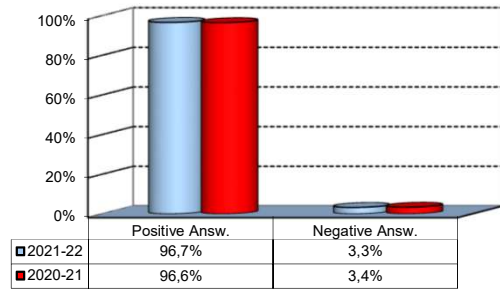
Positive answers (%):
comparison based on nationality of student



Study Experience

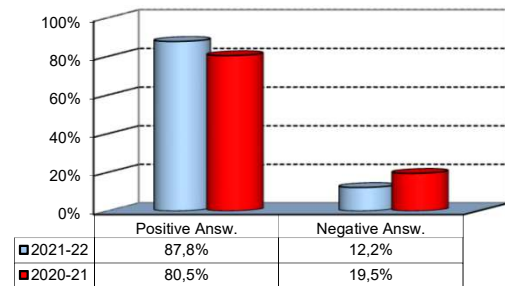
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Answers	a. v.	%
A - Definitely YES	56	62,2%
B - More YES than NO	31	34,4%
C - More NO than YES	3	3,3%
D - Definitely NO	0	0,0%
Total	90	100%
NA	1	



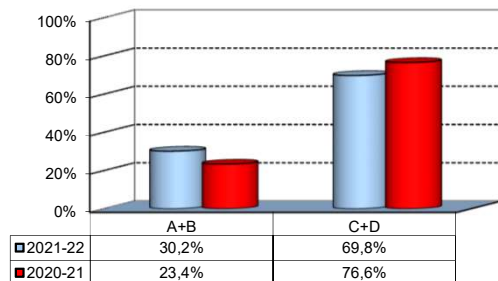
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a. v.	%
A - Definitely YES	31	34,4%
B - More YES than NO	48	53,3%
C - More NO than YES	10	11,1%
D - Definitely NO	1	1,1%
Total	90	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	5	9,4%
B-Often	11	20,8%
C-Hardly ever	33	62,3%
D-Never	4	7,5%
Total	53	100%
NA	38	



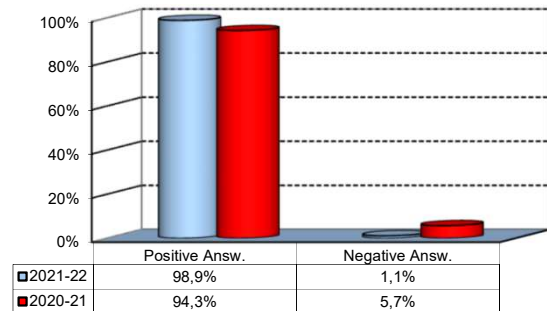
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

Course	a. v.	%
MARKETING AND CRM IN THE ARTS - MARKETING NEI SETTORI CREATIVI	3	10,3%
MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS - MODULE I (STRATEGY AND GOVERNANCE) - STRATEGIE COMPETITIVE NEI SETTORI CREATIVI	2	6,9%
EUROPEAN AND INTERNATIONAL ADVANCED IP LAW - 4 INSEGNAMENTI DI MAJOR	2	6,9%
EUROPEAN AND INTERNATIONAL ADVANCED IP LAW - DIRITTO COMMERCIALE	2	6,9%
Other	20	69,0%
TOTAL	29	100,0%

Study Experience

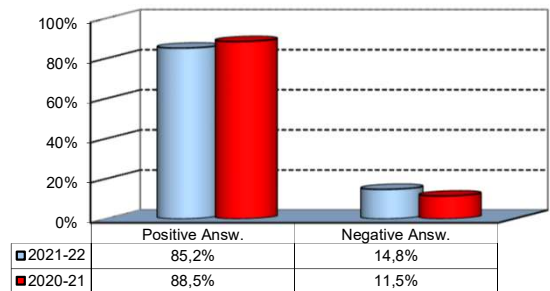
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a. v.	%
A - Definitely YES	40	45,5%
B - More YES than NO	47	53,4%
C - More NO than YES	1	1,1%
D - Definitely NO	0	0,0%
Total	88	100%
NA	3	



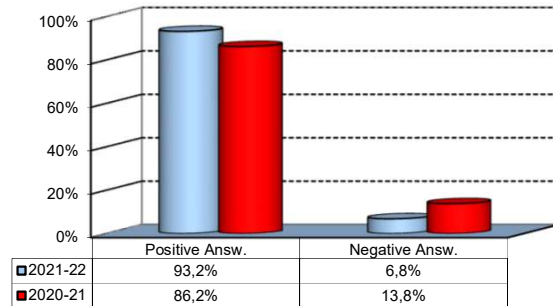
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a. v.	%
A - Definitely YES	32	36,4%
B - More YES than NO	43	48,9%
C - More NO than YES	12	13,6%
D - Definitely NO	1	1,1%
Total	88	100%
NA	3	



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	44	50,0%
B - More YES than NO	38	43,2%
C - More NO than YES	6	6,8%
D - Definitely NO	0	0,0%
Total	88	100%
NA	3	

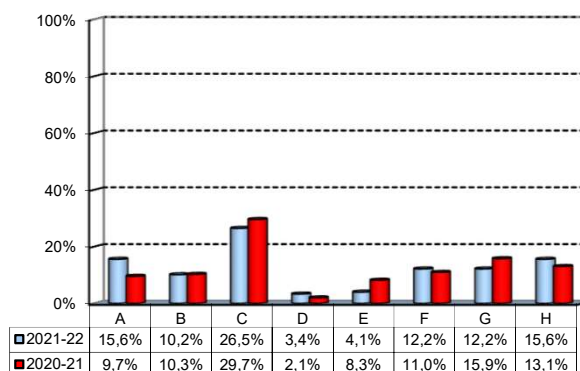


Extracurricular Activities

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

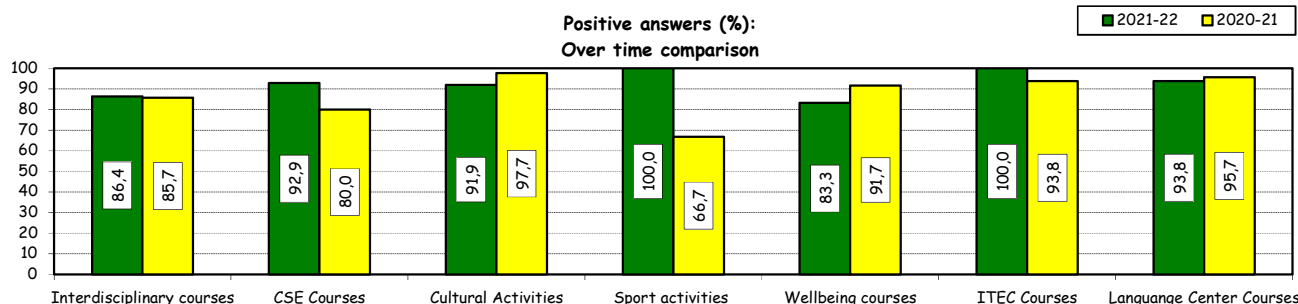
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	23	15,6%
B - Counseling and Self-Empowerment courses CSE	15	10,2%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	39	26,5%
D - Sport activities	5	3,4%
E - Wellbeing courses	6	4,1%
F - Courses offered by ITEC	18	12,2%
G - Courses offered by Language Center	18	12,2%
H - None	23	15,6%
Total	147	100%
NA	0	



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

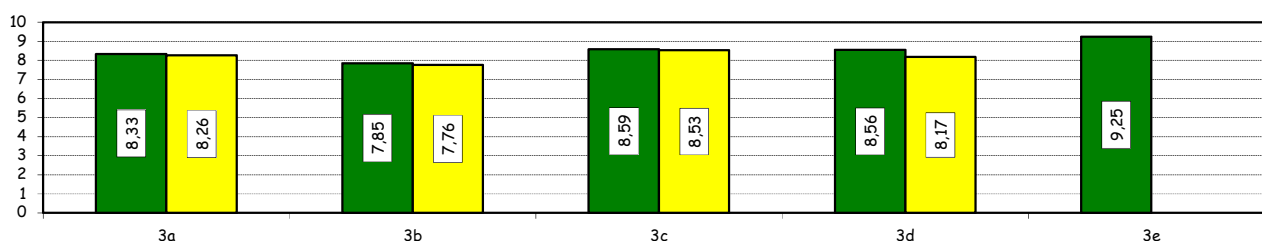
	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
A - Interdisciplinary courses	9	40,9	10	45,5	2	9,1	1	4,5	22	100,0	1
B - CSE courses	6	42,9	7	50,0	1	7,1	0	0,0	14	100,0	1
C - Cultural Activities	20	54,1	14	37,8	2	5,4	1	2,7	37	100,0	2
D - Sport activities	2	50,0	2	50,0	0	0,0	0	0,0	4	100,0	1
E - Wellbeing courses	5	83,3	0	0,0	1	16,7	0	0,0	6	100,0	0
F - ITEC courses	11	61,1	7	38,9	0	0,0	0	0,0	18	100,0	0
G - Language Center courses	10	62,5	5	31,3	1	6,3	0	0,0	16	100,0	2



How would you evaluate:

Item	Answers		Negative		3-4-5		6-7-8		Positive		9-10		Total	NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%		
3a) The range and interest of programmes offered	0	0,0	3	4,5	31	47,0	32	48,5	66	100,0	2			
3b) The support you received from the Campus Life Office	0	0,0	8	12,3	32	49,2	25	38,5	65	100,0	3			
3c) The support you received from ITEC	0	0,0	0	0,0	8	47,1	9	52,9	17	100,0	1			
3d) The support you received from Language Center	0	0,0	0	0,0	10	55,6	8	44,4	18	100,0	0			
3e) The support you received from Bocconi Sport Team	0	0,0	0	0,0	1	25,0	3	75,0	4	100,0	1			

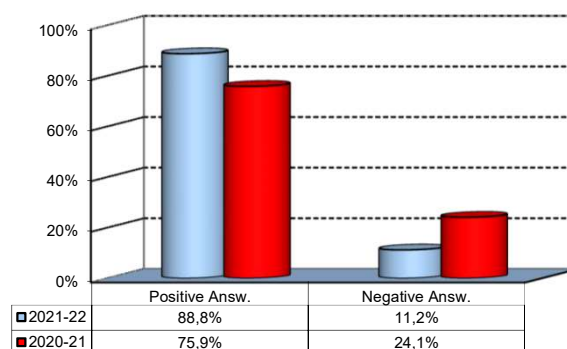
Over time comparison



Degree Thesis

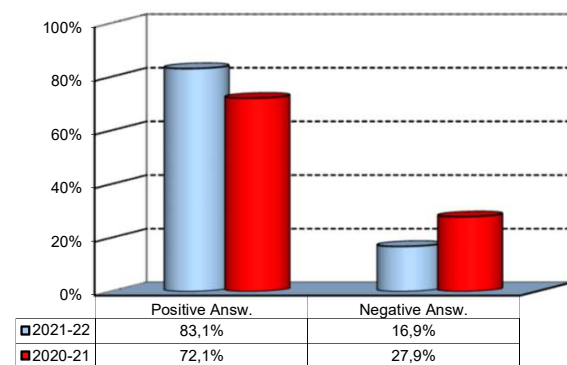
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a. v.	%
A - Definitely YES	37	41,6%
B - More YES than NO	42	47,2%
C - More NO than YES	8	9,0%
D - Definitely NO	2	2,2%
Total	89	100%
NA	2	



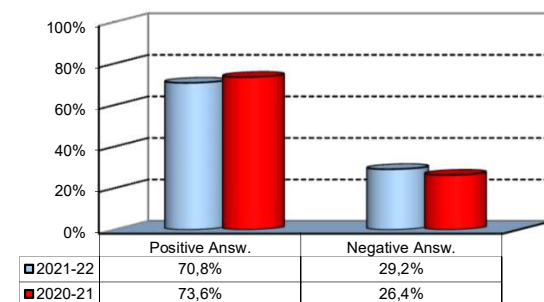
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a. v.	%
A - Definitely YES	29	32,6%
B - More YES than NO	45	50,6%
C - More NO than YES	11	12,4%
D - Definitely NO	4	4,5%
Total	89	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?

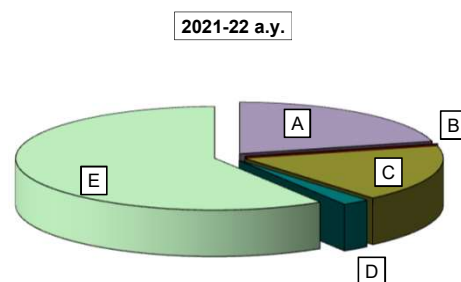
Answers	a. v.	%
A - Definitely YES	32	36,0%
B - More YES than NO	31	34,8%
C - More NO than YES	16	18,0%
D - Definitely NO	10	11,2%
Total	89	100%
NA	2	



Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	a.v.	%	
		2021-22	2020-21
A - Exchange	19	21,1	4,6
B - CEMS-MIM	0	0,0	0,0
C- Double Degree	16	17,8	11,5
D - Free-Mover	2	2,2	0,0
E- None	53	58,9	83,9
Total	90	100,0	100,0
NA	1		

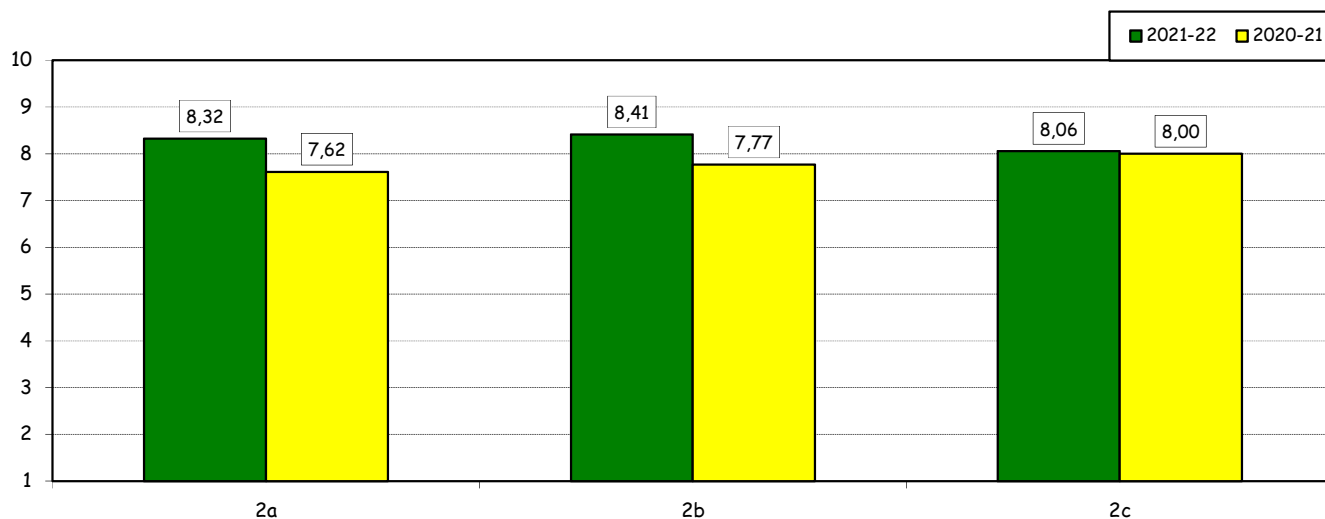


How would you evaluate:

(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) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.		0	0,0	2	5,9	16	47,1	16	47,1	34	100,0	1
2b) The range and interest of programs offered.		0	0,0	1	2,9	15	44,1	18	52,9	34	100,0	1
2c) The support you received from Bocconi International Relations.		0	0,0	2	5,9	19	55,9	13	38,2	34	100,0	1

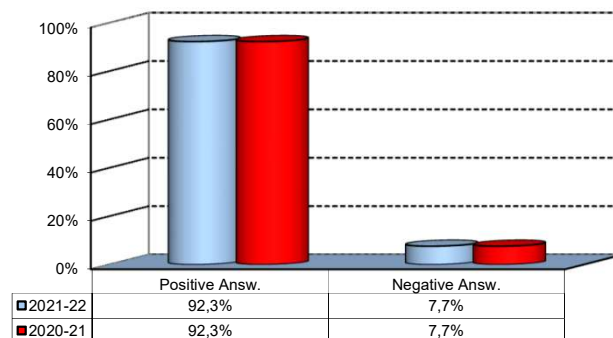
Over time comparison



Experience Of Studying Abroad

3) Would you positively evaluate this experience?

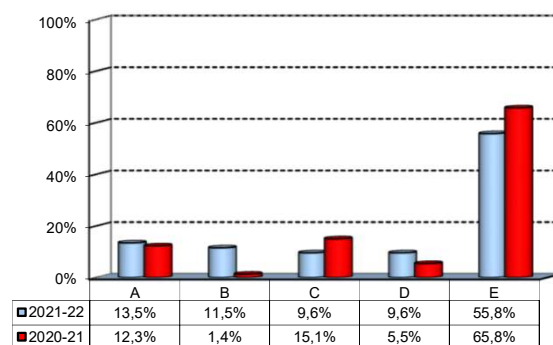
Answers	v. a.	%
A - Definitely YES	5	38,5%
B - More YES than NO	7	53,8%
C - More NO than YES	1	7,7%
D - Definitely NO	0	0,0%
Total	13	100%
NA	24	



(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	7	13,5%
B-Absence of the requirements needed for participation in the program selected	6	11,5%
C-Rejection of your application	5	9,6%
D-Lack of time during the period of study	5	9,6%
E-Other (personal, family, organizational reasons, etc.)	29	55,8%
Total	52	100%
NA	1	



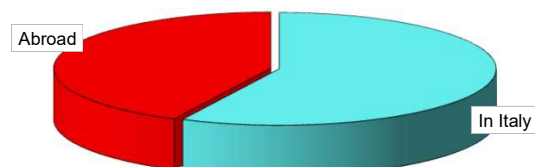
Internship Activities

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

Answers	a.v.	%	
		2021-22	2020-21
A - Internship/Other job experience	82	96,5	69,0
B - Alternative Activity^	3	3,5	31,0
Total	85	100,0	100,0
NA	0		

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

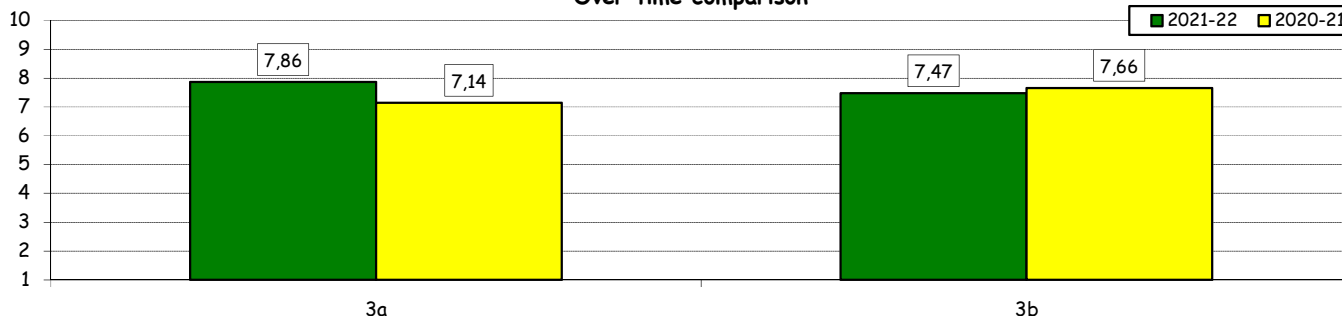
Answers	a.v.	%	
		2021-22	2020-21
In Italy	47	57,3%	64,4%
Abroad	35	42,7%	35,6%
Total	82	100%	100%
NA	0		



How would you evaluate:

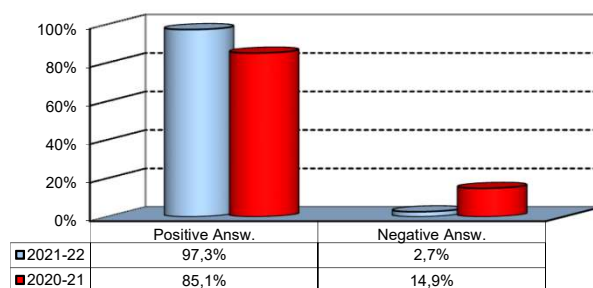
Item	Answers	Negative				Positive				Total		N.A.	
		1-2		3-4-5		6-7-8		9-10		a.v.	%		a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
3a) The number and variety of opportunities offered.	0	0,0	9	12,2	34	45,9	31	41,9	74	100,0	8		
3b) The support you received from the Internship Office.	2	2,7	13	17,6	31	41,9	28	37,8	74	100,0	8		

Over time comparison



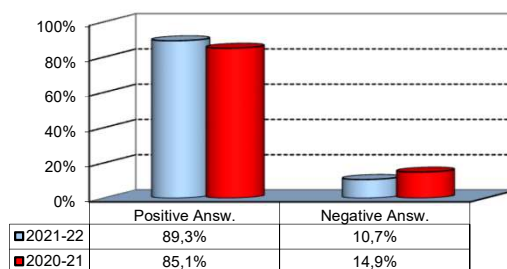
4) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	40	53,3%
B - More YES than NO	33	44,0%
C - More NO than YES	2	2,7%
D - Definitely NO	0	0,0%
Total	75	100%
NA	7	



5) 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	33,3%
B - More YES than NO	42	56,0%
C - More NO than YES	7	9,3%
D - Definitely NO	1	1,3%
Total	75	100%
NA	7	



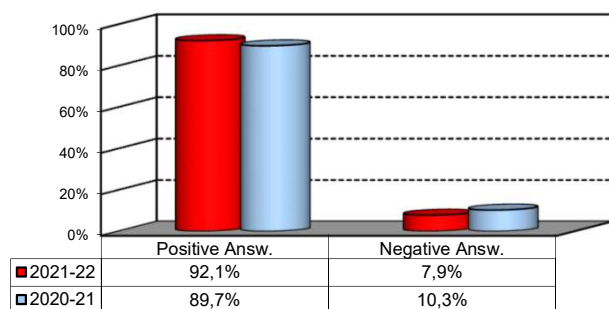
^: During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

General satisfaction and short-term plans

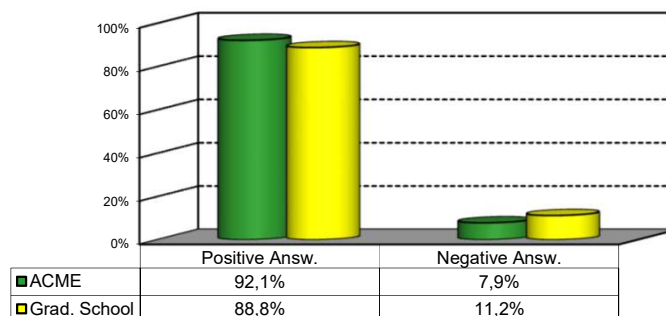
1) Are you satisfied overall with the study program you attended?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	30	46,9%	15	60,0%	45	50,6%
B - More YES than NO	28	43,8%	9	36,0%	37	41,6%
C - More NO than YES	5	7,8%	0	0,0%	5	5,6%
D - Definitely NO	1	1,6%	1	4,0%	2	2,2%
Total	64	100%	25	100%	89	100%
NA	1		1		2	

Over time comparison



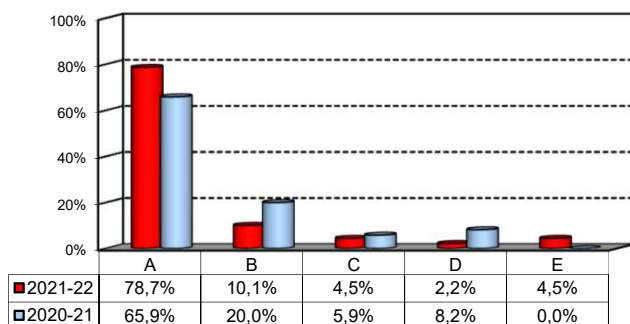
Comparison with the overall School data



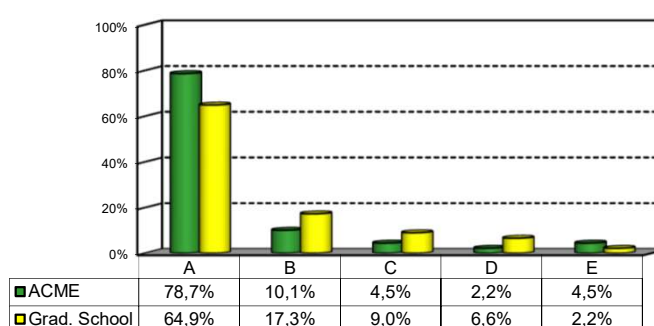
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		Non Italian		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	49	76,6%	21	84,0%	70	78,7%
B-YES, in another program at this University	6	9,4%	3	12,0%	9	10,1%
C-YES, in the same program but at another University	4	6,3%	0	0,0%	4	4,5%
D-YES, in another program at another University	2	3,1%	0	0,0%	2	2,2%
E-NO, I would not enrol in university anymore	3	4,7%	1	4,0%	4	4,5%
Total	64	100%	25	100%	89	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	11,1%
AFC	0	0,0%
FIN	0	0,0%
CLELI	0	0,0%
ESS	1	11,1%
EMIT	1	11,1%
GIO	0	0,0%
IM	2	22,2%
M	1	11,1%
MM	3	33,3%
CYBER	0	0,0%
Total	9	100%
NA	0	

2c) Why would you make a different choice?

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

Answers	a.v.	% 2021-22	% 2020-21
A - My interest has changed over time / I discovered that I have different attitudes	6	35,3%	48,0%
B -The MS program did not satisfy my expectations	5	29,4%	44,0%
C I would have preferred to attend the same MS program but taught in English	0	0,0%	0,0%
D - Other reasons	6	35,3%	8,0%
Total	17	100%	100%
NA	2		

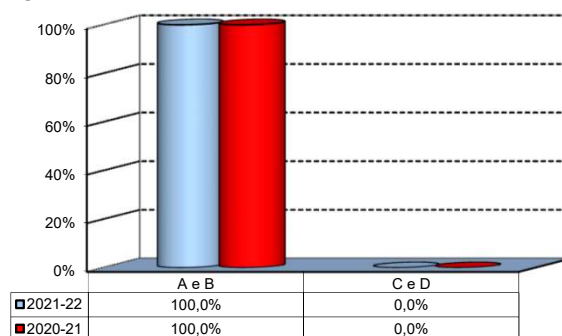
D- Other reasons:

Avrei preferito un master di secondo livello
Avrei studiato in un 'altra universita' che permette più flessibilita' per studenti lavoratori
Essendo periodo di pandemia ha preferito rimanere vicino a casa piuttosto che allontanarmi.
I have to say, for acme track, there were many professors did't live up to my expectations. But many other professors are quite good both in knowledge and teaching attitude. There are also many excellent courses out of the track and I also appreciate that
Il corso non ha rispecchiato le mie aspettative. Inoltre, volendo lavorare all'estero, un'universita' estera permette con più facilita' di avvicinarsi al mercato del lavoro estero.
Mi e' piaciuta molto la triennale, la magistrale non e' stata all'altezza delle aspettative

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	67	77,0%
B - Often adequate	17	19,5%
C - Rarely adequate	0	0,0%
D - Never adequate	0	0,0%
E - I did not use them	3	3,4%
Total	87	100%
NA	4	

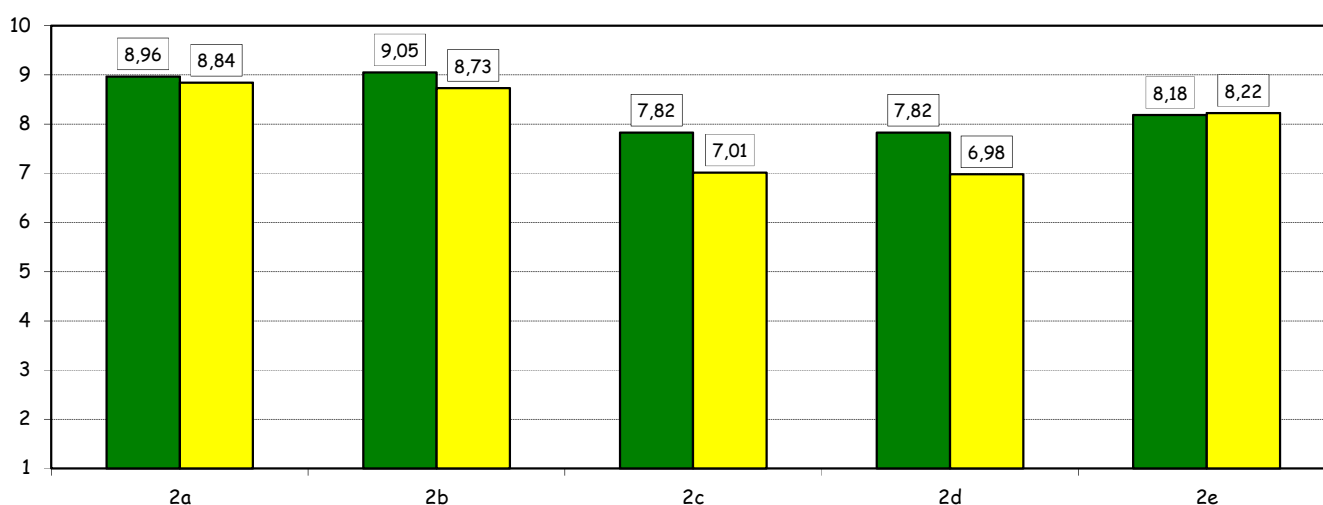
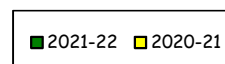


2) How would you evaluate:

(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	2	2,4	19	22,4	64	75,3	85	100,0		6
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		1	1,2	1	1,2	17	20,0	66	77,6	85	100,0		6
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		1	1,2	7	8,2	46	54,1	31	36,5	85	100,0	6	6
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		1	1,2	9	10,7	38	45,2	36	42,9	84	100,0	0	7
e) The clarity and adequacy of the signage system on campus.		0	0,0	8	9,8	33	40,2	41	50,0	82	100,0		9

Over time comparison

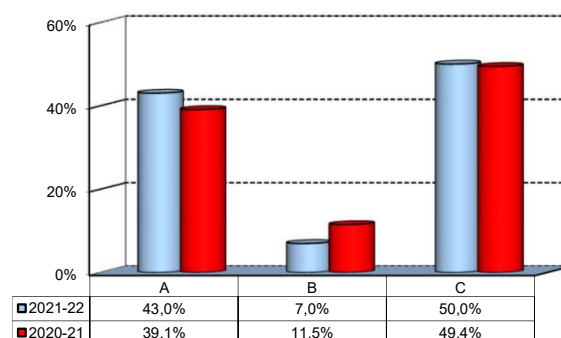


(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

Infrastructure: Classrooms, Library And Facilities

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

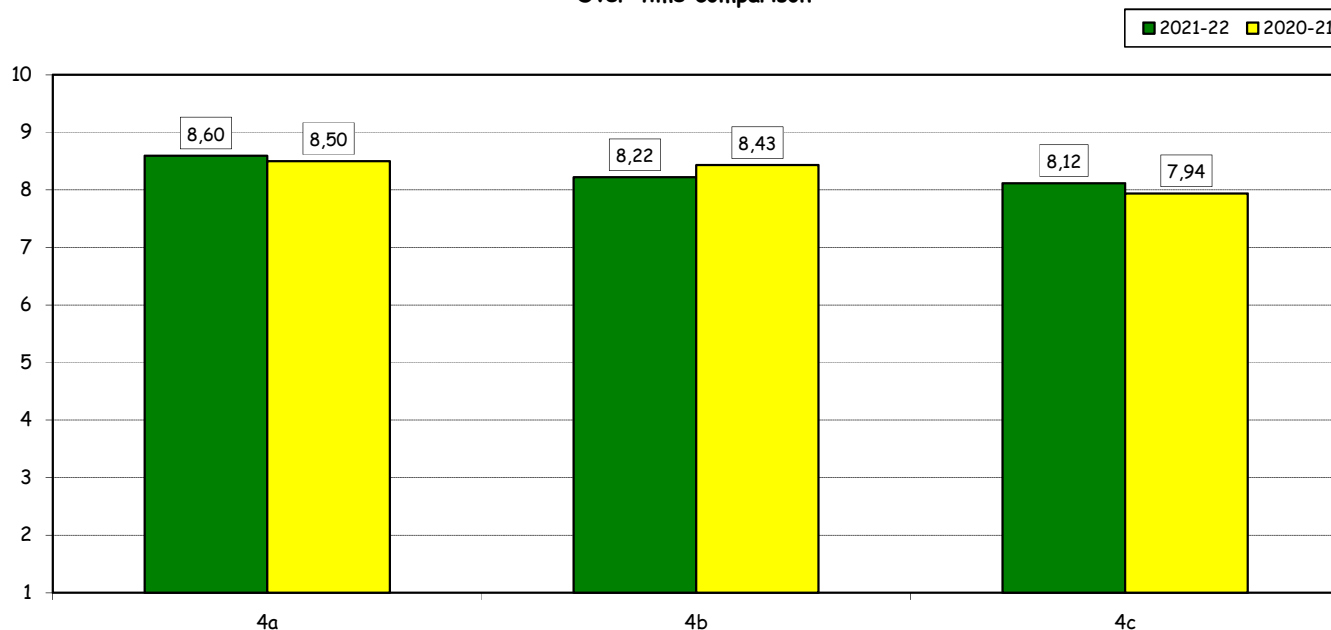
Answers	a.v.	%
A- Adequate in number	37	43,0%
B- Inadequate in number	6	7,0%
C- Never used	43	50,0%
Total	86	100%
NA	5	



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	0	0,0	18	42,9	24	57,1	42	100,0	1
b) The convenience of the PC Labs' opening hours.*		0	0,0	2	4,9	20	48,8	19	46,3	41	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).		1	1,2	7	8,3	40	47,6	36	42,9	84	100,0	2

Over time comparison

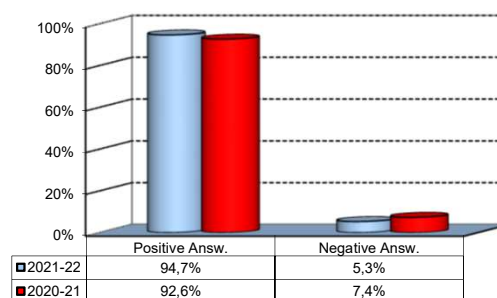


(*): Only in case of answer "A" or "B" to item no.3

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	36	41,4%
B - Quite positive	35	40,2%
C - Quite negative	4	4,6%
D - Very Negative	0	0,0%
E - Never used	12	13,8%
Total	87	100%
NA	4	

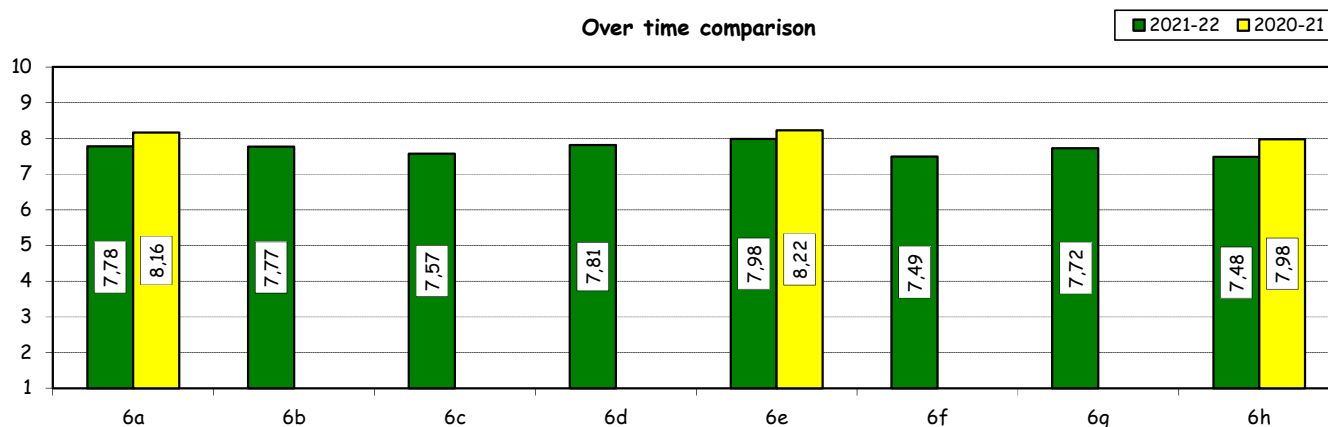


6) How would you evaluate:

(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) The convenience of the Library's opening hours and access to its main services.		4	6,3	3	4,8	30	47,6	26	41,3	63	100,0	12
b) Range of subjects covered in hardcopy collections (books and journals) compared to your needs of study and research		2	3,3	5	8,2	29	47,5	25	41,0	61	100,0	14
c) The relevance and updating of online collections (e-books, e-journals, databases) compared to your needs of study and research		1	1,8	8	14,3	35	62,5	12	21,4	56	100,0	19
d) The ease of use of search tools available on the Library website		1	1,9	4	7,5	33	62,3	15	28,3	53	100,0	22
e) The assistance provided by the Library staff		1	1,7	4	6,9	31	53,4	22	37,9	58	100,0	17
f) Availability of documents (textbooks, articles, chapters, case studies, etc.) used in individual courses		2	3,4	5	8,5	39	66,1	13	22,0	59	100,0	16
g) The Library website as a source of information on the services offered and as a point of access for resources		0	0,0	7	12,1	33	56,9	18	31,0	58	100,0	17
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.)		1	1,9	7	13,5	29	55,8	15	28,8	52	100,0	23

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.