

## EVALUATION OF THE DEGREE PROGRAM AND THE UNIVERSITY EXPERIENCE

### MASTER OF SCIENCE IN MARKETING MANAGEMENT a.y. 2022-2023

**SURVEY PERIOD: JULY 2023 - APRIL 2024**

**N° QUESTIONNAIRES PROCESSED: 259**

**N° OF GRADUATE STUDENTS: 271**

**RESPONSE RATE: 95,6%**



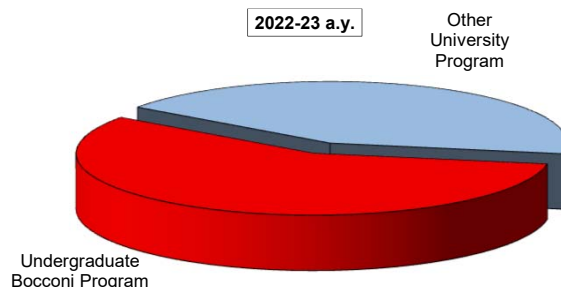
# EVALUATION OF UNIVERSITY EXPERIENCE

## Marketing Management

### General information

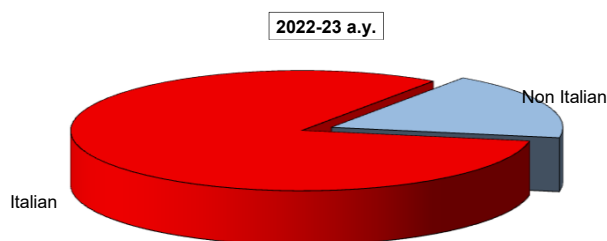
#### Undergraduate Career

| Answers                       | a. v.      | %            |              |
|-------------------------------|------------|--------------|--------------|
|                               |            | 2022-23      | 2021-22      |
| Undergraduate Bocconi Program | 148        | 57,1         | 62,1         |
| Other University Program      | 111        | 42,9         | 37,9         |
| <b>Total</b>                  | <b>259</b> | <b>100,0</b> | <b>100,0</b> |
| NA                            | 0          |              |              |



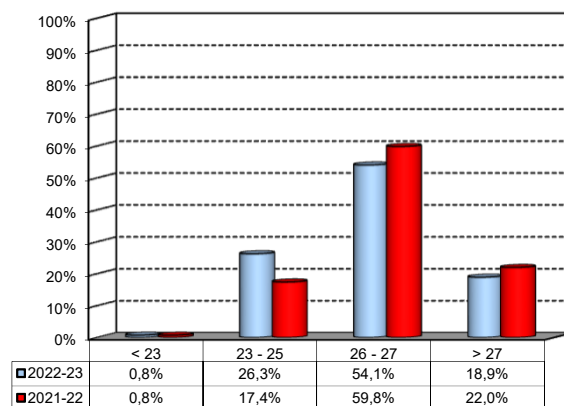
#### Nationality

| Answers      | a. v.      | %           |             |
|--------------|------------|-------------|-------------|
|              |            | 2022-23     | 2021-22     |
| Italian      | 212        | 81,9%       | 84,5%       |
| Non Italian  | 47         | 18,1%       | 15,5%       |
| <b>Total</b> | <b>259</b> | <b>100%</b> | <b>100%</b> |
| NA           | 2          |             |             |



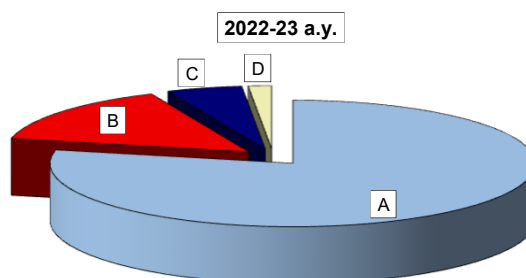
#### Average mark of the exams passed: (approximate average expressed in 30/30)

| Answers        | a. v.      | %           |
|----------------|------------|-------------|
| meno di 23     | 2          | 0,8%        |
| 23-25          | 68         | 26,3%       |
| 26-27          | 140        | 54,1%       |
| maggiore di 27 | 49         | 18,9%       |
| <b>Total</b>   | <b>259</b> | <b>100%</b> |
| NA             | 0          |             |



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

| Answers                | a. v.      | %            |              |
|------------------------|------------|--------------|--------------|
|                        |            | 2022-23      | 2021-22      |
| A - More than 75%      | 203        | 78,4         | 81,1         |
| B - Between 50 and 75% | 39         | 15,1         | 13,6         |
| C - Between 25 and 50% | 13         | 5,0          | 3,4          |
| D - Less than 25%      | 4          | 1,5          | 1,9          |
| <b>Total</b>           | <b>259</b> | <b>100,0</b> | <b>100,0</b> |
| NA                     | 0          |              |              |

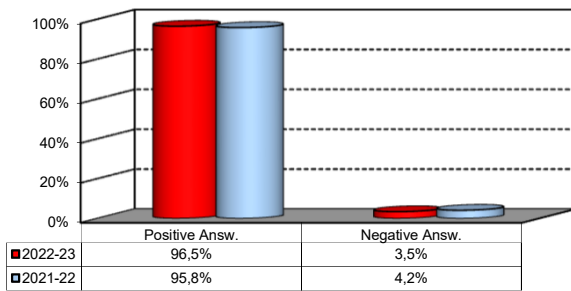


## Study Experience

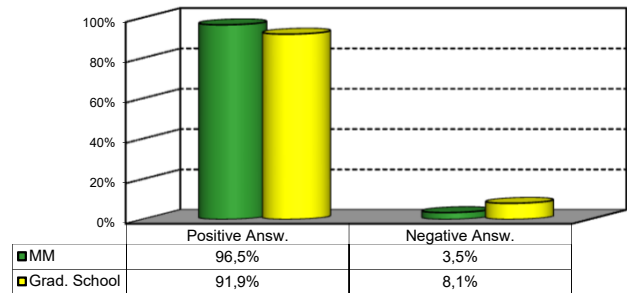
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

| Answers              | Italian    |             | Non Italian |             | Total      |             |
|----------------------|------------|-------------|-------------|-------------|------------|-------------|
|                      | a.v.       | %           | a.v.        | %           | a.v.       | %           |
| A - Definitely YES   | 126        | 59,4%       | 25          | 53,2%       | 151        | 58,3%       |
| B - More YES than NO | 80         | 37,7%       | 19          | 40,4%       | 99         | 38,2%       |
| C - More NO than YES | 6          | 2,8%        | 3           | 6,4%        | 9          | 3,5%        |
| D - Definitely NO    | 0          | 0,0%        | 0           | 0,0%        | 0          | 0,0%        |
| <b>Total</b>         | <b>212</b> | <b>100%</b> | <b>47</b>   | <b>100%</b> | <b>259</b> | <b>100%</b> |
| NA                   | 0          |             | 0           |             |            |             |

Over time comparison



Comparison with the overall School data



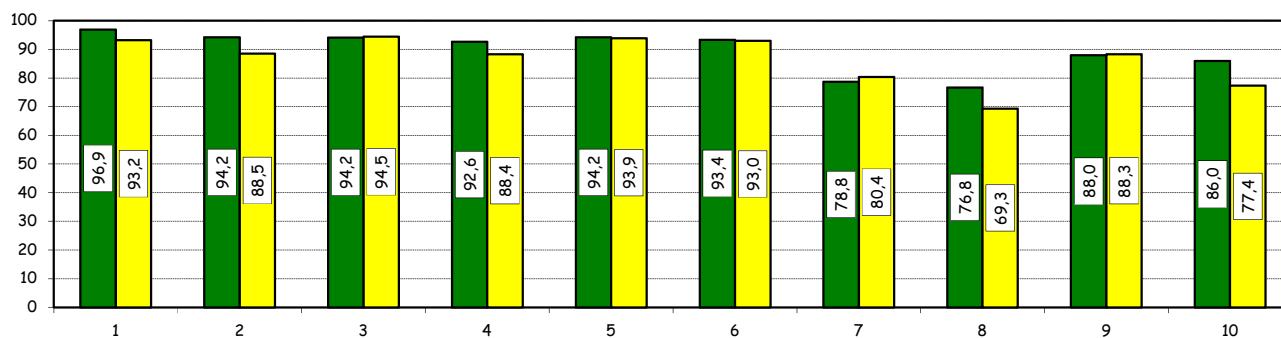
## Study Experience

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                   | 206            | 79,5 | 45               | 17,4 | 8                | 3,1  | 0             | 0,0 | 259   | 100,0 | 0    |
| 2          | Interpersonal skills                      | 151            | 58,3 | 93               | 35,9 | 15               | 5,8  | 0             | 0,0 | 259   | 100,0 | 0    |
| 3          | Organizational skills                     | 169            | 65,5 | 74               | 28,7 | 15               | 5,8  | 0             | 0,0 | 258   | 100,0 | 1    |
| 4          | Critical thinking skills                  | 126            | 48,8 | 113              | 43,8 | 18               | 7,0  | 1             | 0,4 | 258   | 100,0 | 1    |
| 5          | Ability to analyze and select information | 135            | 52,1 | 109              | 42,1 | 14               | 5,4  | 1             | 0,4 | 259   | 100,0 | 0    |
| 6          | Problem-solving ability                   | 136            | 52,7 | 105              | 40,7 | 17               | 6,6  | 0             | 0,0 | 258   | 100,0 | 1    |
| 7          | Written communication skills              | 75             | 29,0 | 129              | 49,8 | 54               | 20,8 | 1             | 0,4 | 259   | 100,0 | 0    |
| 8          | Verbal communication skills               | 83             | 32,7 | 112              | 44,1 | 53               | 20,9 | 6             | 2,4 | 254   | 100,0 | 5    |
| 9          | Ability to cope with stress               | 140            | 54,1 | 88               | 34,0 | 23               | 8,9  | 8             | 3,1 | 259   | 100,0 | 0    |
| 10         | Entrepreneurial spirit                    | 101            | 39,1 | 121              | 46,9 | 29               | 11,2 | 7             | 2,7 | 258   | 100,0 | 1    |

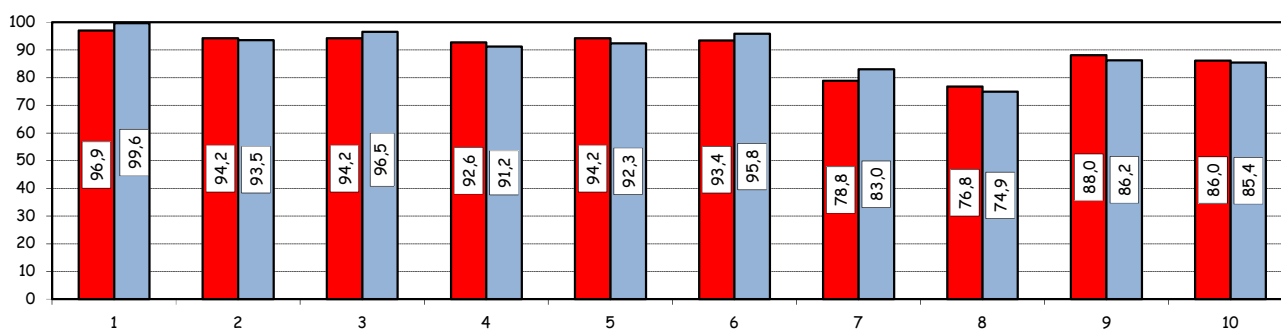
Positive answers (%):  
comparison with the overall School data

■ MM    ■ Grad. School



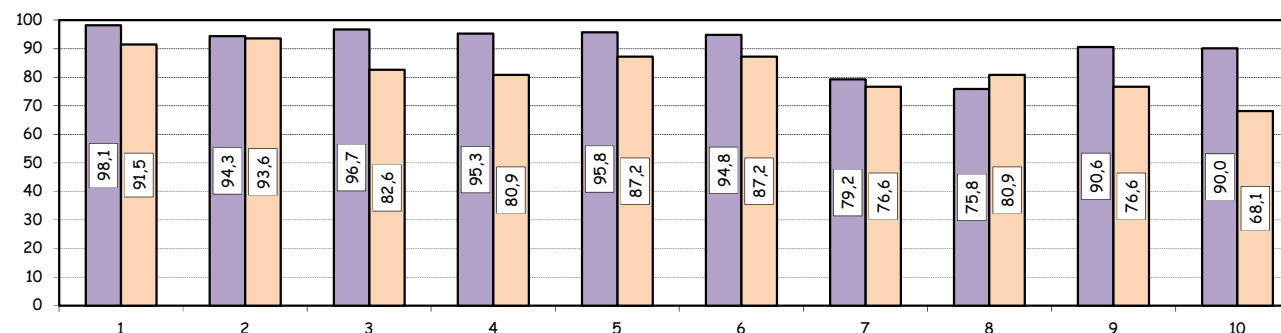
Positive answers (%):  
Over time comparison

■ 2022-23    ■ 2021-22



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

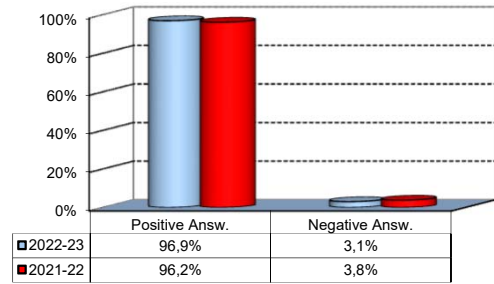
■ Italian    ■ Non Italian



## Study Experience

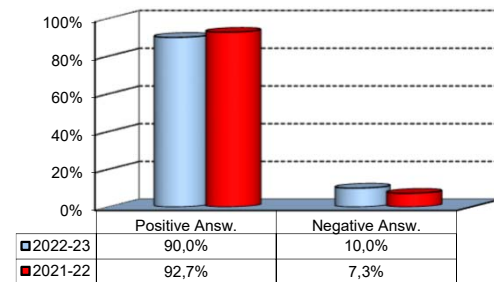
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 179        | 69,1%       |
| B - More YES than NO | 72         | 27,8%       |
| C - More NO than YES | 8          | 3,1%        |
| D - Definitely NO    | 0          | 0,0%        |
| <b>Total</b>         | <b>259</b> | <b>100%</b> |
| NA                   | 0          |             |



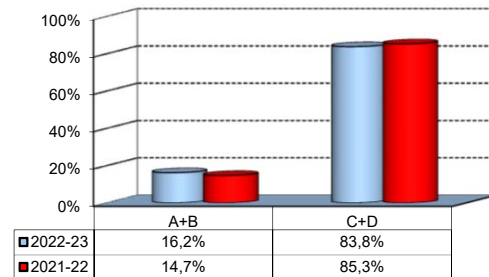
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 101        | 39,0%       |
| B - More YES than NO | 132        | 51,0%       |
| C - More NO than YES | 24         | 9,3%        |
| D - Definitely NO    | 2          | 0,8%        |
| <b>Total</b>         | <b>259</b> | <b>100%</b> |
| 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  | 4          | 2,7%        |
| B-Often       | 20         | 13,5%       |
| C-Hardly ever | 90         | 60,8%       |
| D-Never       | 34         | 23,0%       |
| <b>Total</b>  | <b>148</b> | <b>100%</b> |
| NA            | 111        |             |



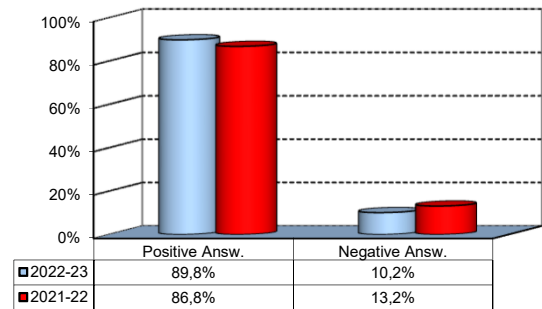
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

| Course  | a.v.      | %             |
|---|-----------|---------------|
| INDUSTRY ANALYSIS (Economia dei settori industriali e dell'innovazione) - ECONOMIA - MODULO 1 (MICROECONOMIA) | 9         | 12,5%         |
| DIRITTO PER IL MARKETING - DIRITTO COMMERCIALE  | 8         | 11,1%         |
| UNDERSTANDING CONSUMER (CONSUMER BEHAVIOUR AND CCT) - MODULE 2 - MARKETING                                    | 4         | 5,6%          |
| BRAND MANAGEMENT - MARKETING  | 4         | 5,6%          |
| Other   | 47        | 65,3%         |
| <b>TOTAL</b>  | <b>72</b> | <b>100,0%</b> |

## Study Experience

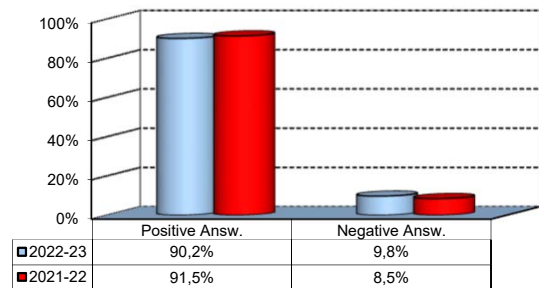
6) Do you think that the overall study load was compatible with the length of the program?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 84         | 32,8%       |
| B - More YES than NO | 146        | 57,0%       |
| C - More NO than YES | 22         | 8,6%        |
| D - Definitely NO    | 4          | 1,6%        |
| <b>Total</b>         | <b>256</b> | <b>100%</b> |
| NA                   | 3          |             |



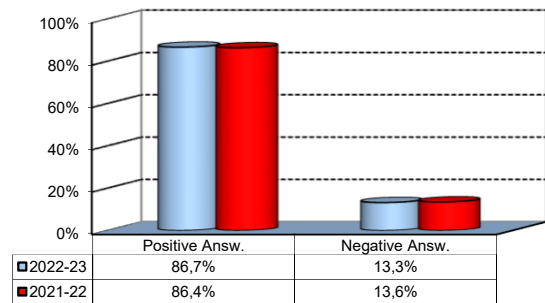
7) Was the coordination of the study program appropriately managed by the Program Director?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 85         | 33,3%       |
| B - More YES than NO | 145        | 56,9%       |
| C - More NO than YES | 23         | 9,0%        |
| D - Definitely NO    | 2          | 0,8%        |
| <b>Total</b>         | <b>255</b> | <b>100%</b> |
| 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   | 126        | 49,2%       |
| B - More YES than NO | 96         | 37,5%       |
| C - More NO than YES | 30         | 11,7%       |
| D - Definitely NO    | 4          | 1,6%        |
| <b>Total</b>         | <b>256</b> | <b>100%</b> |
| NA                   | 3          |             |

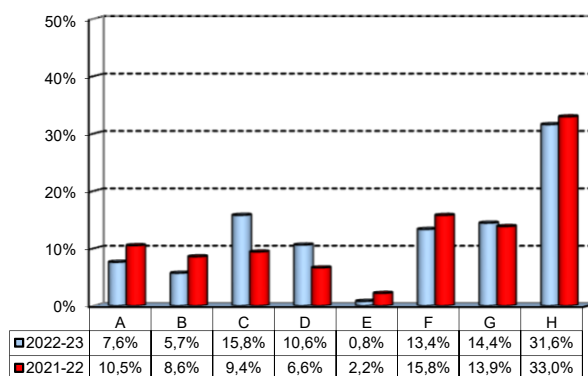


## Extracurricular Activities

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

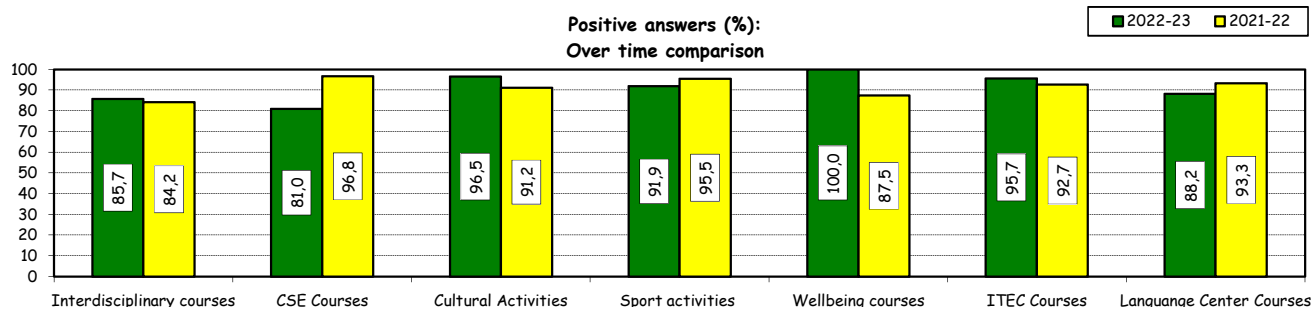
(multiple answers admitted)

| Answers   | a.v.       | %           |
|---|------------|-------------|
| A - Interdisciplinary courses ("Sapere a tutto campo")                                | 28         | 7,6%        |
| B - Counseling and Self-Empowerment courses CSE                                       | 21         | 5,7%        |
| C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues) | 58         | 15,8%       |
| D - Sport activities  | 39         | 10,6%       |
| E - Wellbeing courses   | 3          | 0,8%        |
| F - Courses offered by ITEC   | 49         | 13,4%       |
| G - Courses offered by Language Center  | 53         | 14,4%       |
| H - None  | 116        | 31,6%       |
| <b>Total</b>  | <b>367</b> | <b>100%</b> |
| NA  | 0          |             |



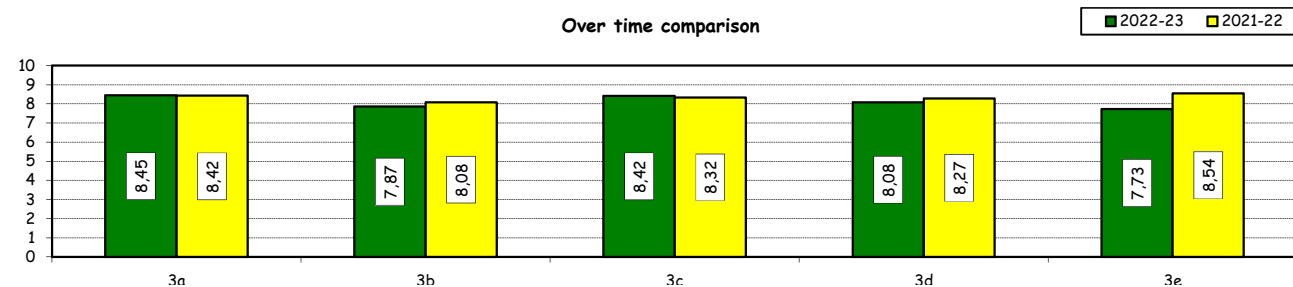
2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

|                               | 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              | 32,1 | 15               | 53,6 | 4                | 14,3 | 0             | 0,0 | 28    | 100,0 | 0    |
| B - CSE courses               | 9              | 42,9 | 8                | 38,1 | 2                | 9,5  | 2             | 9,5 | 21    | 100,0 | 0    |
| C - Cultural Activities       | 32             | 56,1 | 23               | 40,4 | 2                | 3,5  | 0             | 0,0 | 57    | 100,0 | 1    |
| D - Sport activities          | 21             | 56,8 | 13               | 35,1 | 3                | 8,1  | 0             | 0,0 | 37    | 100,0 | 2    |
| E - Wellbeing courses         | 1              | 50,0 | 1                | 50,0 | 0                | 0,0  | 0             | 0,0 | 2     | 100,0 | 1    |
| F - ITEC courses              | 26             | 56,5 | 18               | 39,1 | 2                | 4,3  | 0             | 0,0 | 46    | 100,0 | 3    |
| G - Language Center courses   | 27             | 52,9 | 18               | 35,3 | 6                | 11,8 | 0             | 0,0 | 51    | 100,0 | 2    |



How would you evaluate:

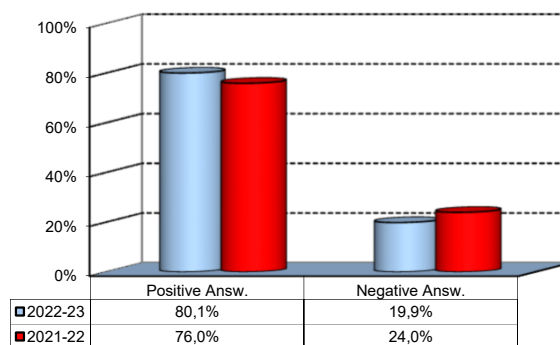
| Item   | Answers | Negative |     |       |      | Positive |      |      |      | Total | NA    |   |
|--|---------|----------|-----|-------|------|----------|------|------|------|-------|-------|---|
|  |         | 1-2      |     | 3-4-5 |      | 6-7-8    |      | 9-10 |      |       |       |   |
|  |         | a.v.     | %   | a.v.  | %    | a.v.     | %    | a.v. | %    |       |       |   |
| 3a) The range and interest of programmes offered         |         | 0        | 0,0 | 2     | 1,4  | 77       | 54,2 | 63   | 44,4 | 142   | 100,0 | 1 |
| 3b) The support you received from the Campus Life Office |         | 0        | 0,0 | 12    | 8,5  | 77       | 54,6 | 52   | 36,9 | 141   | 100,0 | 2 |
| 3c) The support you received from ITEC                   |         | 0        | 0,0 | 0     | 0,0  | 25       | 52,1 | 23   | 47,9 | 48    | 100,0 | 1 |
| 3d) The support you received from Language Center        |         | 1        | 1,9 | 2     | 3,8  | 26       | 50,0 | 23   | 44,2 | 52    | 100,0 | 1 |
| 3e) The support you received from Bocconi Sport Team     |         | 1        | 2,7 | 5     | 13,5 | 15       | 40,5 | 16   | 43,2 | 37    | 100,0 | 2 |



## Degree Thesis

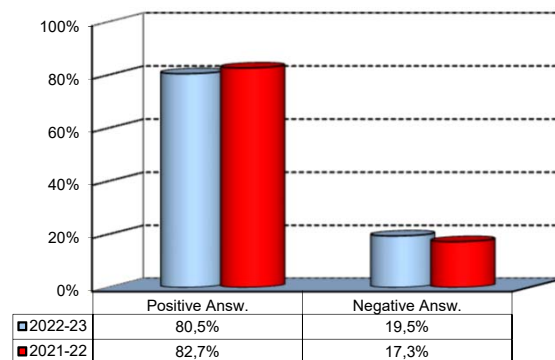
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 96         | 37,5%       |
| B - More YES than NO | 109        | 42,6%       |
| C - More NO than YES | 36         | 14,1%       |
| D - Definitely NO    | 15         | 5,9%        |
| <b>Total</b>         | <b>256</b> | <b>100%</b> |
| NA                   | 3          |             |



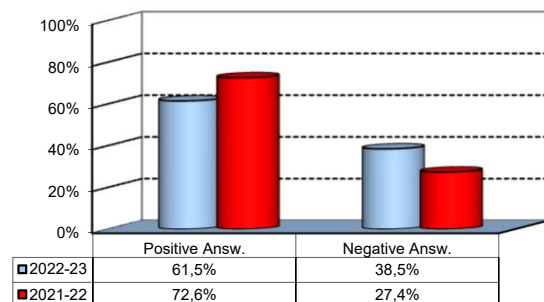
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 81         | 31,5%       |
| B - More YES than NO | 126        | 49,0%       |
| C - More NO than YES | 44         | 17,1%       |
| D - Definitely NO    | 6          | 2,3%        |
| <b>Total</b>         | <b>257</b> | <b>100%</b> |
| 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   | 65         | 25,3%       |
| B - More YES than NO | 93         | 36,2%       |
| C - More NO than YES | 71         | 27,6%       |
| D - Definitely NO    | 28         | 10,9%       |
| <b>Total</b>         | <b>257</b> | <b>100%</b> |
| NA                   | 2          |             |

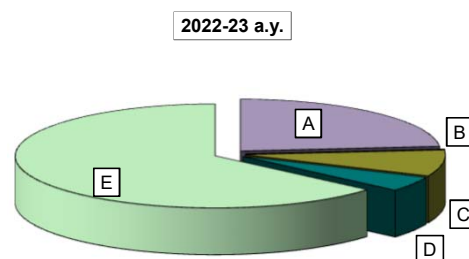




## Experience Of Studying Abroad

1) Please select the program you participated in:

| Answers          | a.v.       | % 2022-23    |              | % 2021-22 |  |
|------------------|------------|--------------|--------------|-----------|--|
|                  |            |              |              |           |  |
| A - Exchange     | 61         | 23,6         | 16,5         |           |  |
| B - CEMS-MIM     | 0          | 0,0          | 0,0          |           |  |
| C- Double Degree | 21         | 8,1          | 11,1         |           |  |
| D - Free-Mover   | 12         | 4,6          | 3,8          |           |  |
| E- None          | 165        | 63,7         | 68,6         |           |  |
| <b>Total</b>     | <b>259</b> | <b>100,0</b> | <b>100,0</b> |           |  |
| NA               | 0          |              |              |           |  |

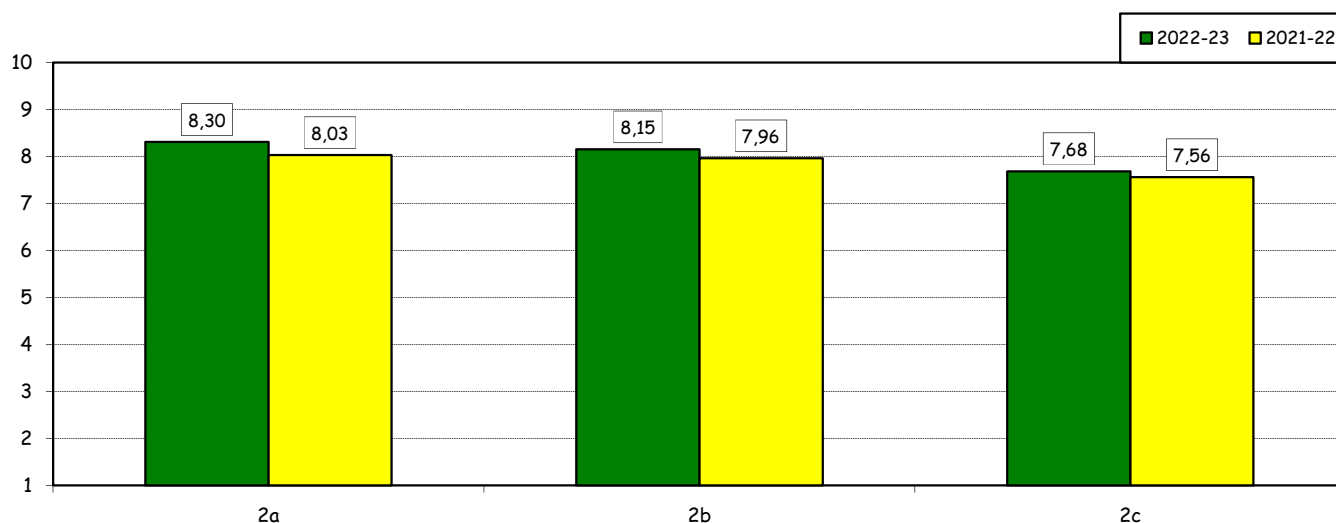


How would you evaluate:

(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. |         | 2        | 2,4 | 3     | 3,7 | 38       | 46,3 | 39   | 47,6 | 82    | 100,0 | 0    |
| 2b) The range and interest of programs offered.  |         | 0        | 0,0 | 6     | 7,4 | 37       | 45,7 | 38   | 46,9 | 81    | 100,0 | 1    |
| 2c) The support you received from Bocconi International Relations.   |         | 5        | 6,1 | 3     | 3,7 | 44       | 53,7 | 30   | 36,6 | 82    | 100,0 | 0    |

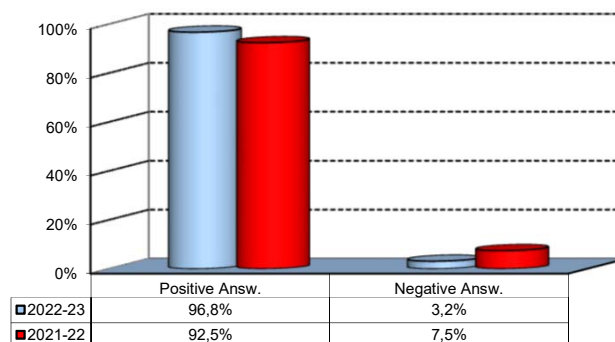
### Over time comparison



## Experience Of Studying Abroad

3) Would you positively evaluate this experience?

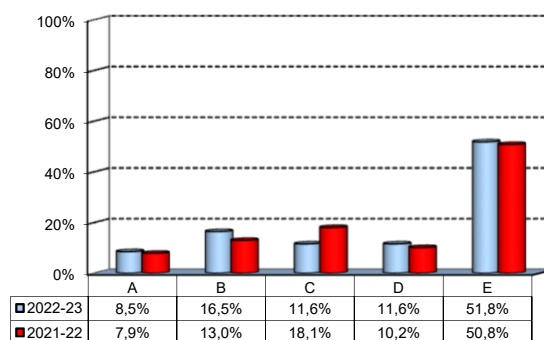
| Answers              | v. a.     | %           |
|----------------------|-----------|-------------|
| A - Definitely YES   | 74        | 78,7%       |
| B - More YES than NO | 17        | 18,1%       |
| C - More NO than YES | 1         | 1,1%        |
| D - Definitely NO    | 2         | 2,1%        |
| <b>Total</b>         | <b>94</b> | <b>100%</b> |
| NA                   | 0         |             |



(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                                  | 14         | 8,5%        |
| B-Absence of the requirements needed for participation in the program selected | 27         | 16,5%       |
| C-Rejection of your application  | 19         | 11,6%       |
| D-Lack of time during the period of study                                      | 19         | 11,6%       |
| E-Other (personal, family, organizational reasons, etc.)                       | 85         | 51,8%       |
| <b>Total</b>   | <b>164</b> | <b>100%</b> |
| NA   | 1          |             |



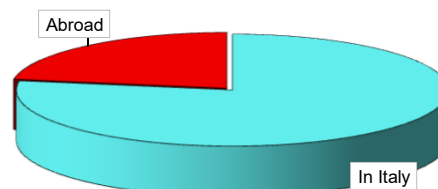
## Internship Activities

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

| Answers                               | a.v.       | %            |              |
|---------------------------------------|------------|--------------|--------------|
|                                       |            | 2022-23      | 2021-22      |
| A - Internship/Other job experience   | 259        | 100,0        | 96,2         |
| B - Alternative Activity <sup>^</sup> | 0          | 0,0          | 3,8          |
| <b>Total</b>                          | <b>259</b> | <b>100,0</b> | <b>100,0</b> |
| NA                                    | 0          |              |              |

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

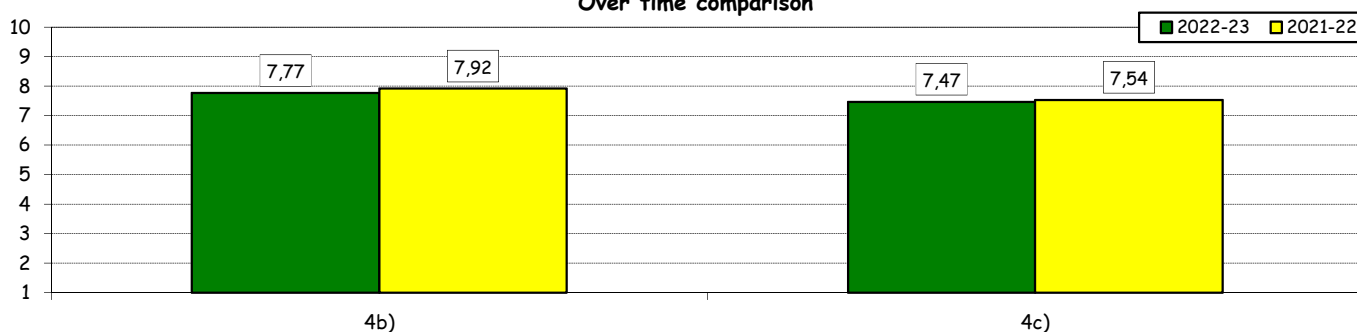
| Answers      | a.v.       | %           |             |
|--------------|------------|-------------|-------------|
|              |            | 2022-23     | 2021-22     |
| In Italy     | 201        | 77,6%       | 77,2%       |
| Abroad       | 58         | 22,4%       | 22,8%       |
| <b>Total</b> | <b>259</b> | <b>100%</b> | <b>100%</b> |
| NA           | 0          |             |             |



How would you evaluate:

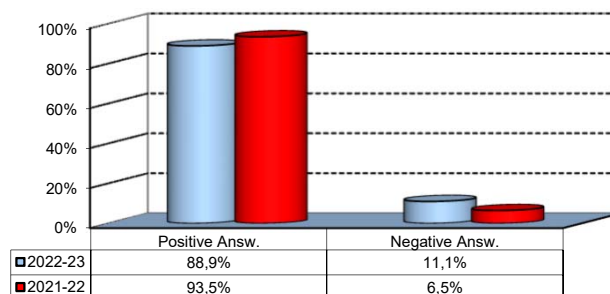
| Item   | Answers | Negative |     |       |      | Positive |      |      |      | Total |       | N.A.<br>a.v. |
|--|---------|----------|-----|-------|------|----------|------|------|------|-------|-------|--------------|
|  |         | 1-2      |     | 3-4-5 |      | 6-7-8    |      | 9-10 |      | a.v.  | %     |              |
|  |         | a.v.     | %   | a.v.  | %    | a.v.     | %    | a.v. | %    |       |       |              |
| 4a) The number and variety of opportunities offered.     |         | 5        | 2,3 | 19    | 8,8  | 108      | 50,0 | 84   | 38,9 | 216   | 100,0 | 43           |
| 4b) The support you received from the Internship Office. |         | 8        | 3,7 | 32    | 14,9 | 92       | 42,8 | 83   | 38,6 | 215   | 100,0 | 44           |

Over time comparison



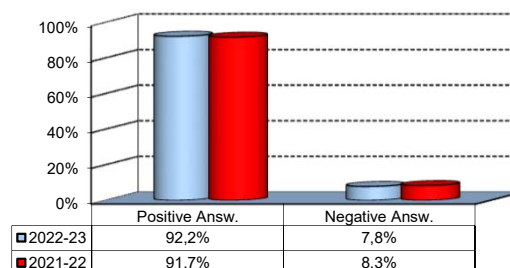
5) Would you positively evaluate this experience?

| Answers              | a.v.       | %           |
|----------------------|------------|-------------|
| A - Definitely YES   | 109        | 50,2%       |
| B - More YES than NO | 84         | 38,7%       |
| C - More NO than YES | 20         | 9,2%        |
| D - Definitely NO    | 4          | 1,8%        |
| <b>Total</b>         | <b>217</b> | <b>100%</b> |
| NA                   | 42         |             |



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   | 113        | 52,1%       |
| B - More YES than NO | 87         | 40,1%       |
| C - More NO than YES | 16         | 7,4%        |
| D - Definitely NO    | 1          | 0,5%        |
| <b>Total</b>         | <b>217</b> | <b>100%</b> |
| NA                   | 42         |             |



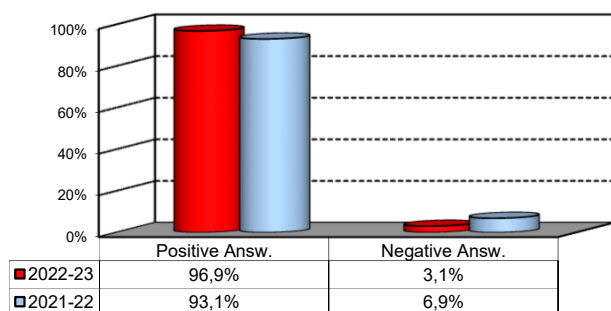
<sup>^</sup>: During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

## General satisfaction and short-term plans

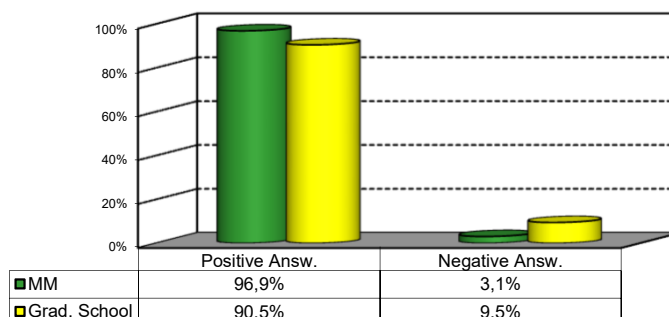
1) Are you satisfied overall with the study program you attended?

| Answers              | Italian    |             | Non Italian |             | Total      |             |
|----------------------|------------|-------------|-------------|-------------|------------|-------------|
|                      | a.v.       | %           | a.v.        | %           | a.v.       | %           |
| A - Definitely YES   | 123        | 58,3%       | 24          | 52,2%       | 147        | 57,2%       |
| B - More YES than NO | 81         | 38,4%       | 21          | 45,7%       | 102        | 39,7%       |
| C - More NO than YES | 7          | 3,3%        | 1           | 2,2%        | 8          | 3,1%        |
| D - Definitely NO    | 0          | 0,0%        | 0           | 0,0%        | 0          | 0,0%        |
| <b>Total</b>         | <b>211</b> | <b>100%</b> | <b>46</b>   | <b>100%</b> | <b>257</b> | <b>100%</b> |
| NA                   | 1          |             | 1           |             | 2          |             |

Over time comparison



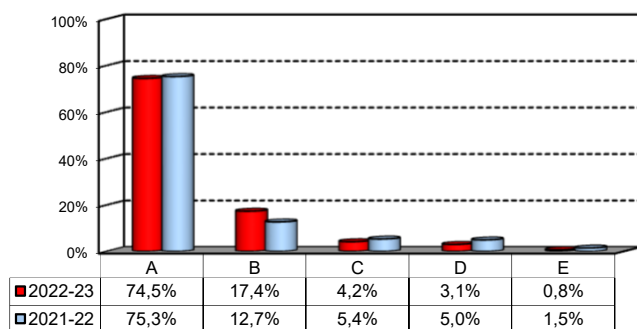
Comparison with the overall School data



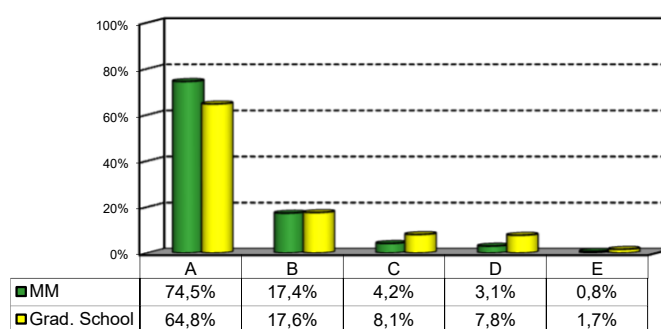
2a) If you could go back in time, would you enroll in the University again?

| Answers  | Italian    |             | Non Italian |             | Total      |             |
|--|------------|-------------|-------------|-------------|------------|-------------|
|  | v.a.       | %           | v.a.        | %           | v.a.       | %           |
| A-YES, in the same program at this University        | 164        | 77,4%       | 29          | 61,7%       | 193        | 74,5%       |
| B-YES, in another program at this University         | 33         | 15,6%       | 12          | 25,5%       | 45         | 17,4%       |
| C-YES, in the same program but at another University | 8          | 3,8%        | 3           | 6,4%        | 11         | 4,2%        |
| D-YES, in another program at another University      | 6          | 2,8%        | 2           | 4,3%        | 8          | 3,1%        |
| E-NO, I would not enrol in university anymore        | 1          | 0,5%        | 1           | 2,1%        | 2          | 0,8%        |
| <b>Total</b>   | <b>212</b> | <b>100%</b> | <b>47</b>   | <b>100%</b> | <b>259</b> | <b>100%</b> |
| NA   | 0          |             | 0           |             | 0          |             |

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         | 5         | 11,6%       |
| AFC          | 2         | 4,7%        |
| FIN          | 4         | 9,3%        |
| CLELI        | 0         | 0,0%        |
| ESS          | 3         | 7,0%        |
| EMIT         | 5         | 11,6%       |
| GIO          | 2         | 4,7%        |
| IM           | 7         | 16,3%       |
| M            | 9         | 20,9%       |
| MM           | 6         | 14,0%       |
| CYBER        | 1         | 2,3%        |
| <b>Total</b> | <b>43</b> | <b>100%</b> |
| NA           | 2         |             |

2c) Why would you make a different choice?

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

| Answers  | a.v.      | %<br>2022-23 | %<br>2021-22 |
|--|-----------|--------------|--------------|
| A - My interest has changed over time / I discovered that I have different attitudes | 37        | 58,7%        | 48,2%        |
| B -The MS program did not satisfy my expectations                                    | 10        | 15,9%        | 16,1%        |
| C I would have preferred to attend the same MS program but taught in English         | 3         | 4,8%         | 8,9%         |
| D - Other reasons  | 13        | 20,6%        | 26,8%        |
| <b>Total</b>   | <b>63</b> | <b>100%</b>  | <b>100%</b>  |
| NA   | 3         |              |              |

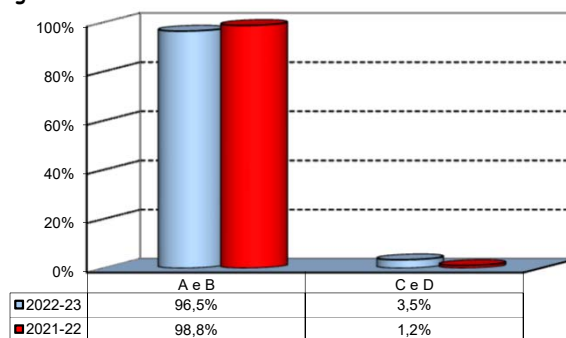
D- Other reasons:

|   |
|---|
| Avrei preferito frequentare lo stesso corso ma in lingua italiana, perche' da colleghi che lo hanno frequentato ho percepito un livello di insegnamento piu' alto   |
| Avrei preferito frequentare un corso di laurea all'estero o in universita' (es. ESCP) che consentono a tutti di svolgere exchange: maggiori opportunita' di esperienze all'estero, piu' pratica e meno teoria e una migliore valutazione da parte degli employer. |
| avrei preferito un master di durata piu' breve dei due anni che implica un percorso di laurea magistrale, al quinto anno di universita' si arriva decisamente stanchi   |
| Avrei scelto di fare un master all'estero, per questioni di indipendenza, crescita personale e apertura a nuovi orizzonti in ambito lavorativo. Purtroppo, ho provato a fare richiesta di stage all'estero ma sono stati declinati senza neanche il colloquio     |
| Forse farei un master per immettermi prima sul mondo del lavoro e non dover imparare una seconda lingua da zero. Forse prenderei in considerazione un altro ateneo perche' mi sembra che la Bocconi abbia poche relazioni con le aziende di Bologna odell'emilia  |
| ho svolto 1/2 anno all'estero e 1/2 anno in stage. Quindi ho svolto solo 1 su 2 anni di magistrale in bocconi. Il prezzo e la formazione non sono dunque equilibrati. inoltre, lo stage l'ho trovato in autonomia sarebbe stato utile + supporto attivo da c.se   |
| I decided to do a double degree in Canada. While I received tons of support from my university abroad, the support that Bocconi has offered me during my exchange was mediocre at best. We are in the 21st century, I can believe Bocconi hasn't caught up to i   |
| la mia scelta diversa dal corso attuale non rispecchia la mia insoddisfazione del corso frequentato, ma e' una semplice interesse per il mondo della finanza oltre che a quello di marketing (il corso che ho frequentato e ne sono felice dell'esperienza avuta  |
| My interest has changed over time / I discovered that I have different attitudes and I would have preferred to attend the same Bachelor program but taught in English   |
| Non era ancora presente (corso su sustainable transformation)   |
| Penso che la Bocconi apra tantissime porte a Milano ma meno all'estero, rispetto ad altre universita' e quello e' il mio interesse principale   |
| Perche' MM non era la mia prima scelta  |
| Same course, but in english   |

## 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 | 193        | 74,8%       |
| B - Often adequate                   | 56         | 21,7%       |
| C - Rarely adequate                  | 9          | 3,5%        |
| D - Never adequate                   | 0          | 0,0%        |
| E - I did not use them               | 0          | 0,0%        |
| <b>Total</b>                         | <b>258</b> | <b>100%</b> |
| NA                                   | 1          |             |

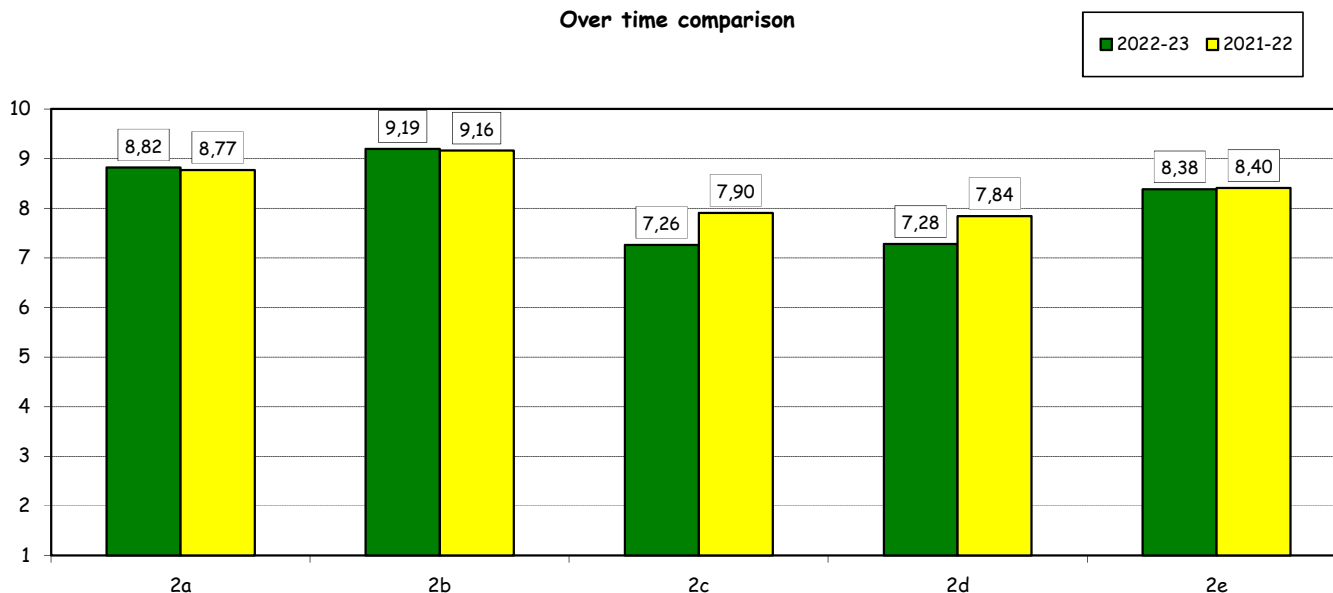


2) How would you evaluate:

(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. | 1       | 0,4      | 3  | 1,2   | 85  | 33,1     | 168 | 65,4 | 257 | 100,0 |   | 2  |      |
| b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).                                    | 0       | 0,0      | 3  | 1,2   | 45  | 17,5     | 209 | 81,3 | 257 | 100,0 |   | 2  |      |
| c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.                                     | 20      | 7,8      | 32 | 12,5  | 108 | 42,4     | 95  | 37,3 | 255 | 100,0 | 0 | 4  |      |
| d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.                                  | 13      | 5,1      | 41 | 16,0  | 111 | 43,2     | 92  | 35,8 | 257 | 100,0 | 0 | 2  |      |
| e) The clarity and adequacy of the signage system on campus.   | 2       | 0,8      | 11 | 4,3   | 107 | 42,1     | 134 | 52,8 | 254 | 100,0 |   | 5  |      |

Over time comparison

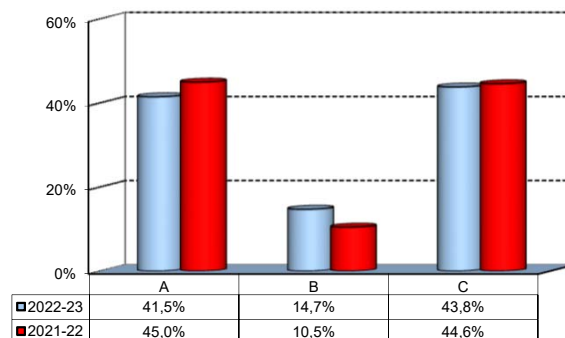


(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

## Infrastructure: Classrooms, Library And Facilities

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

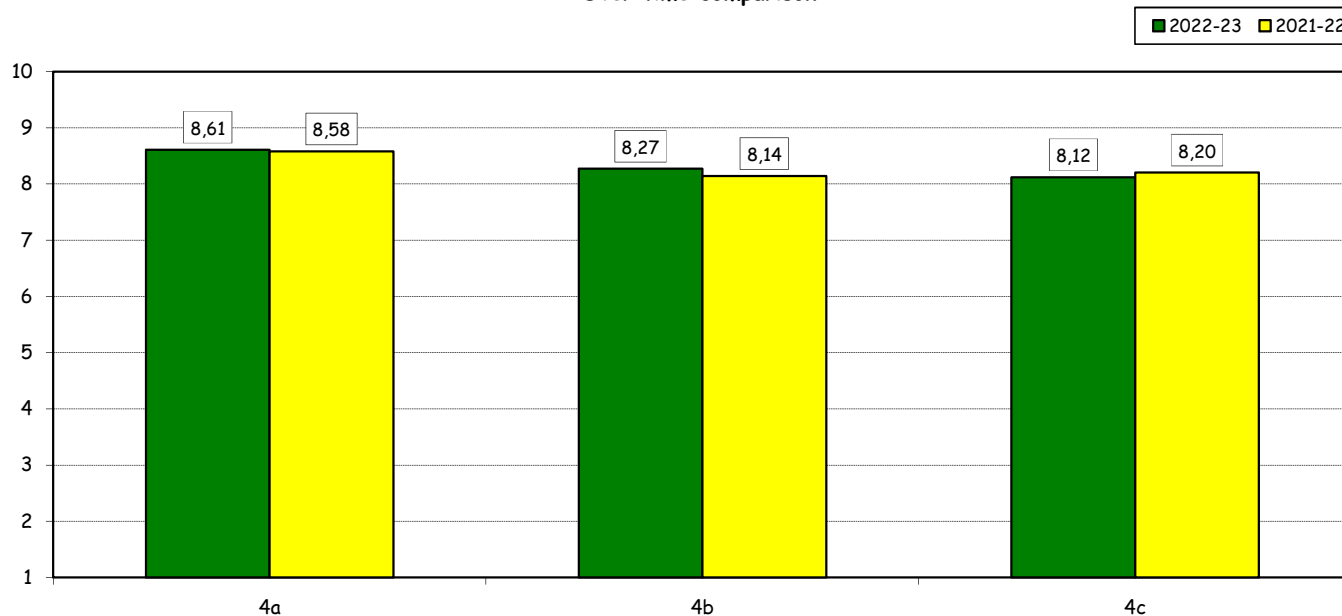
| Answers                 | a.v.       | %           |
|-------------------------|------------|-------------|
| A- Adequate in number   | 107        | 41,5%       |
| B- Inadequate in number | 38         | 14,7%       |
| C- Never used           | 113        | 43,8%       |
| <b>Total</b>            | <b>258</b> | <b>100%</b> |
| NA                      | 1          |             |



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 | 4     | 2,8 | 56       | 39,2 | 83   | 58,0 | 143   | 100,0 | 2    |
| b) The convenience of the PC Labs' opening hours.*   |         | 0        | 0,0 | 8     | 5,6 | 64       | 45,1 | 70   | 49,3 | 142   | 100,0 | 3    |
| c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection). |         | 3        | 1,2 | 12    | 4,7 | 123      | 48,6 | 115  | 45,5 | 253   | 100,0 | 5    |

Over time comparison

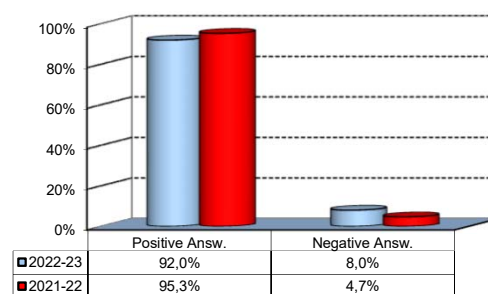


(\*): Only in case of answer "A" or "B" to item no.3

## 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  | 88         | 34,2%       |
| B - Quite positive | 118        | 45,9%       |
| C - Quite negative | 16         | 6,2%        |
| D - Very Negative  | 2          | 0,8%        |
| E - Never used     | 33         | 12,8%       |
| <b>Total</b>       | <b>257</b> | <b>100%</b> |
| NA                 | 2          |             |

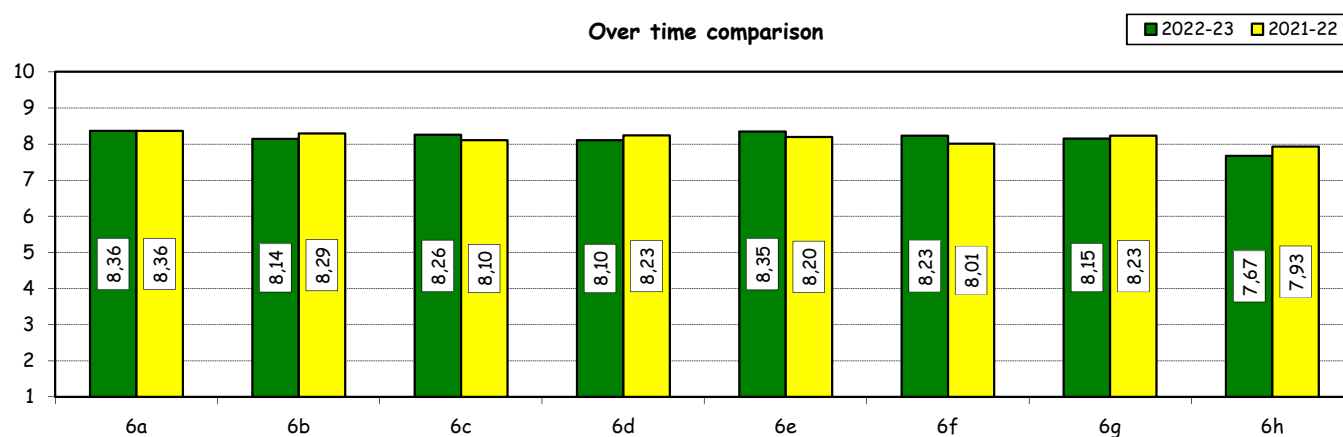


6) How would you evaluate:

(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.   | 0       | 0,0      | 6 | 5,7   | 42 | 40,0     | 57 | 54,3 | 105 | 100,0 | 119 |      |
| b) Range of subjects covered in hardcopy collections (books and journals) compared to your needs of study and research                           | 0       | 0,0      | 4 | 3,8   | 57 | 54,3     | 44 | 41,9 | 105 | 100,0 | 119 |      |
| c) The relevance and updating of online collections (e-books, e-journals, databases) compared to your needs of study and research                | 0       | 0,0      | 4 | 3,8   | 49 | 46,7     | 52 | 49,5 | 105 | 100,0 | 119 |      |
| d) The ease of use of search tools available on the Library website  | 0       | 0,0      | 2 | 1,9   | 62 | 57,9     | 43 | 40,2 | 107 | 100,0 | 117 |      |
| e) The assistance provided by the Library staff  | 0       | 0,0      | 3 | 2,9   | 52 | 50,0     | 49 | 47,1 | 104 | 100,0 | 120 |      |
| f) Availability of documents (textbooks, articles, chapters, case studies, etc.) used in individual courses                                      | 0       | 0,0      | 4 | 3,8   | 48 | 45,7     | 53 | 50,5 | 105 | 100,0 | 119 |      |
| g) The Library website as a source of information on the services offered and as a point of access for resources                                 | 1       | 1,0      | 4 | 3,8   | 52 | 49,5     | 48 | 45,7 | 105 | 100,0 | 119 |      |
| h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.) | 2       | 1,9      | 9 | 8,7   | 58 | 56,3     | 34 | 33,0 | 103 | 100,0 | 121 |      |

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.