



Università  
della  
Svizzera  
italiana


**USI**  
**Career**  
**Service**

# USI PLACEMENT REPORT **2013**

# Impressum

1st Edition  
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Università della Svizzera italiana

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 USI Career Service



## OUR COMMITMENT TO A HIGH-QUALITY EDUCATION IN STRONG COLLABORATION WITH THE WORLD OF EMPLOYMENT

Our study programmes integrate the latest results from the world of research, as well as cutting-edge expertise from the job market. Moreover, the dimensions of our university offer a great opportunity that is becoming increasingly rare at European universities: the direct interaction between various members of the academic community. This continuous exchange of opinions among students, researchers, and professors creates a very cooperative, dynamic atmosphere that over the years has become a major attraction pole for motivated students and talented researchers. At the level of placement, USI has developed a solid network of relationships with the world of employment. Internships at enterprises and institutions in Switzerland and abroad represent an integral part of many Master programmes. Also during the lessons, the practical dimension as-

sumes an important role. In fact, case studies and field projects enable students to put into practice soon the theoretically acquired knowledge and concepts.

USI's Career Service works day by day to improve the connection between our University and enterprises, entities, and organizations on a local, national, and international level. This is a fundamental effort whose results are highlighted by this publication. Among these, I consider two points as particularly interesting and satisfying: first, the high percentage of professional placement. Second, mobility: more and more young women and men opt for an international career after having studied on our two Campuses, and they do not encounter problems integrating themselves into very diverse sectors.

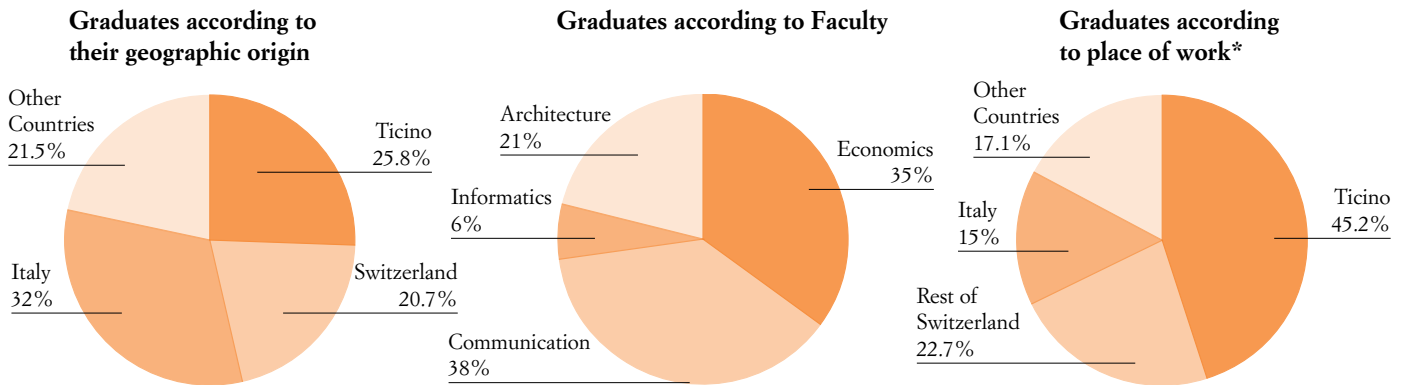
**Piero Martinoli**  
USI President



# USI: AN INTERNATIONAL UNIVERSITY

USI's international reputation emerges from the composition of its approximately 3.000 students: a third is from Switzerland, another third from Italy, and the last third from more than 100 nations. In fact, the share of foreigners is yearly increasing. Also the over 4.500 graduates of our 4 Faculties reflect USI's international character, both in terms of origin and in terms of job position.

**Total number of graduates: 4761** (Bachelor, Master, PhD)



\*Number of observations: 1982



# PROFESSIONAL PLACEMENT

Each year, USI's Career Service conducts a survey on professional placement of its graduates. The survey of 2013 included 884 former USI students (with a response rate of 53%) who graduated 1 or 5 years ago. Despite the currently harsh economic climate, USI's graduates prove a high level of professional placement, with 90.9% of them being occupied 1 year after graduation which increases to 95.2% 5 years after graduation. USI graduates enter the job market quite fast, and almost all of them have a stable position, with an open-ended employment contract.

## 1. Occupation rate

|                      | After 1 year | After 5 years |
|----------------------|--------------|---------------|
| % occupied graduates | 90.9%        | 95.2%         |

## 2. Search time for the first job after graduation

Graduates spend on average 3 months after graduation until they find a job. However, more than half of USI's students find work before finishing their studies or immediately after.

|                    | %    |
|--------------------|------|
| Before graduation  | 43.9 |
| 0-1 month          | 11.4 |
| 2-3 months         | 12.9 |
| 4-6 months         | 20.4 |
| More than 6 months | 11.3 |



# PLACEMENT BY INDUSTRY

The most important market sectors where USI graduates find a job correspond to the major fields of USI's educational offer: the world of banking/finance, industrial companies and architectural firms are thus the main job industries. There are also many graduates who opt for an academic or research career, or who establish their own businesses.

## 1. Placement by industry

|   | %    |
|---|------|
| Banking                                 | 7.1  |
| Financial intermediation and insurances | 5.2  |
| Consulting                              | 7.1  |
| Industrial companies                    | 15.2 |
| Tourism and transport                   | 3.3  |
| Commerce                                | 3.8  |
| Media                                   | 4.3  |
| Publishing                              | 0.5  |
| Communication                           | 1.9  |
| Culture and events                      | 1.9  |
| Informatics                             | 6.7  |
| Public administration                   | 3.8  |
| Teaching, education and research        | 5.7  |
| Non-profit                              | 3.3  |
| Architectural firm                      | 24.3 |
| Health and social services              | 1.9  |
| Other                                   | 3.8  |

## 2. Size of company

More than a third of USI's new graduates work in big enterprises, with more than 500 employees, whereas another third has found a job in very small companies, often choosing to be self-employed.

| Number of employees | %    |
|---------------------|------|
| 0-25                | 36.9 |
| 26-100              | 13.6 |
| 101-500             | 10.7 |
| Oltre 500           | 38.8 |

## 3. Location of placement

The majority of USI graduates have found a job in Switzerland, in Ticino and in other cantons, but an increasing number is working abroad (20.1%), frequently even outside Europe.

| Place of Work      | After 1 year (%) | After 5 years (%) |
|--------------------|------------------|-------------------|
| Ticino             | 40.7             | 56.3              |
| Other Swiss Canton | 28.7             | 18.3              |
| Italy              | 10.5             | 11.3              |
| Other              | 20.1             | 14.1              |

# SALARY

The salaries of USI graduates grow proportionally to the achieved graduation level. Some sectors (e.g. finance or informatics) on average appear to yield higher earnings than others; also, the average salaries vary significantly according to the place of work.

## 1. Average Salary (in CHF)

|                               | After 1 year | After 5 years |
|-------------------------------|--------------|---------------|
| Average income in Switzerland | 62.300       | 80.200        |

## 2. Salary according to place of work (in CHF)

|                     | After 1 year | After 5 years |
|---------------------|--------------|---------------|
| Switzerland         | 62.300       | 80.200        |
| -Ticino             | 52.800       | 74.000        |
| -Other Swiss Canton | 75.900       | 98.600        |
| Italy               | 32.300       | 38.000        |
| Rest of the world   | 51.800       | 69.200        |

## 3. Salary according to study degree (in Switzerland) in CHF

|          | After 1 year | After 5 years |
|----------|--------------|---------------|
| Bachelor | 57.000       | 77.500        |
| Master   | 67.000       | 90.000        |
| PhD      | 81.900       | 102.800       |



## CONSISTENCY OF STUDIES WITH THE PROFESSION

One of the quality indicators of a study programme is its consistency with the professional employment. 1 year after graduation, 75.1% have a job that is consistent with the studies performed at USI, and 93.2% state that they are satisfied with their current professional occupation. Moreover, 82.3% confirm that they are satisfied with the skills acquired at USI.

| <b>Are you satisfied with your current position?</b> | <b>%</b> |
|--|----------|
| Yes  | 58.3     |
| I am quite satisfied                                 | 34.9     |
| No   | 6.8      |
| Total of respondents                                 | 100.0    |

| <b>Does your current position correspond to your academic education?</b> | <b>%</b> |
|--|----------|
| Yes  | 75.1     |
| No   | 15.0     |
| I don't know   | 9.8      |
| Total of respondents   | 100.0    |





# USI CAREER SERVICE

As a dedicated Service of Università della Svizzera italiana, the USI Career Service was set up to provide its students and graduates with appropriate guidance for the transition to their future careers, by promoting contacts and relations with the main professions and the business world in general. The Service offers both students and enterprises a wide range of services and initiatives for professional orientation.

## 2012/13 USI Career Service's activities in numbers

|       |  |
|-------|--|
| 409   | Hiring companies   |
| 534   | Job Offers posted on USI Job Bank                        |
| 282   | Curricular internships                                   |
| 58    | Enterprises present at the Career Forum                  |
| 1000+ | Students and graduates participating at the Career Forum |
| 19    | Company presentations and workshops                      |
| 250   | Career counseling and one-to-one meetings                |
| 72    | Erasmus Student Mobility for Placement Scholarships      |
| 12    | Network USImpresa Scholarships                           |
| 24    | Field Projects with enterprises                          |



## CAREER SUCCESS STORIES



### Matteo Orlandi

Master in Marketing, Giorgio Armani, Milan, ITALY

The Giorgio Armani group is a very vivid and continuously changing environment. In order to work there – I am the Sport-marketing Manager of the brand EA7 – it is fundamental to be open to innovation, to be flexible in one's decisions and processes, to manage relations, and to have strong competencies regarding the own specific fields. Thanks to the Master in Marketing I was able to absolutely fulfill these requirements. I am organizing work and I carry forward projects, not single actions. From the beginning, the capacity developed at university to coordinate groups and processes has turned out highly useful. I have learned to organize my activities and to respect deadlines, by doing it together with others. I think that each single course was useful, especially those that aim at integrating several academic fields in order to create a brand. My job is to create ideas and to make them profitable. In the strategy courses at USI I have learned to think of the consequences of actions, to set objectives before starting to work, and to leave space to creativity.



### Valeria Croce

Master in International Tourism, European Travel Commission, Brussels, BELGIO

In 2003, I decided to enroll in the Master programme in International Tourism at USI, because I needed to keep up my competitive profile and to acquire specific knowledge in a sector in which I wanted to build up my career – in tourism. Today, I am Head of the Research and Development department of the European Travel Commission (ETC). The Master in International Tourism was crucial for my career. Especially, the content of the programme has turned out to be perfect for a career in international organizations that deal with tourism. In fact, thanks to this Master I received a basic education in the multiple fields that overlap in this sector, such as management, economic theories, marketing, and new media, which has allowed me to manage projects in multiple different areas based on a profound knowledge of the subjects. Also, the fact that English is the teaching language was a great training and preparation for the international stage.



### Marco Primi

Master in Dependable Distributed Systems, Apple Inc., Cupertino, USA

Apple was interested in some projects I worked on as part of my Master's, therefore this allowed me to enter the company for a summer internship of 3 months. At the end of the internship, in January 2011, Apple offered me a full-time position.

I chose Apple for a variety of reasons, among which the great number of users, which meant that I could work on projects that really had (and still have) an impact. The programme offered at USI was substantially different from the offers at other universities, mainly thanks to some of the courageous choices made by the USI programme managers: the high focus on practice, with weekly, monthly and semester projects; less focus on topics that have been historically related to informatics, but that have stopped making sense in a computer science curriculum 20 years ago; projects are also fundamentals for learning other soft skills that are normally ignored in traditional programmes; the English-speaking curriculum was a plus, together with the modern contents addressed and the focus on soft skills, like teamwork and self-organization in large projects.



### Emanuele Saurwein

Master in Architecture, Studio Lands,  
Lugano, SWITZERLAND

I had the chance to establish a company: an architectural firm. During the first years together with an associate, later as a sole owner. Opportunities have to be seized, but they also have to be created. The Academy of Architecture was a great school, experimental, vivid, inspiring; a place where you learn a lot even on the corridors, or by meeting professors outside the classrooms. It is a place full of energy. It is not easy to open up an architectural firm in times when many of them exist already. The last years have been difficult, but at the same time a great pleasure, intense work, and happiness. The job world is made of entries and exits, in the sense that it would be wrong to think that having graduated one knows already how to do his or her job. I think, and I am convinced, that one has to study forever, also without diplomas, day by day. I don't believe in career as a value, and I don't think that you need special talents for it, just a lot of passion, courage, patience, and physical health. Moreover, a lot of modesty, this is important, and a big heart.



# COMPANIES HIRING USI GRADUATES

Accenture  
Acer  
Adidas  
Aduno  
AET  
AIL  
Airbnb  
AITI  
Alba Soluzioni  
Aldi  
Alfex  
Alice Allison  
Alliance sud  
Allinweb  
Alpiq  
Alstom  
Amazon  
Ambrosetti Asset Management  
Amministrazione federale  
Amnesty International  
Amundi  
Ander Group  
Anni Azzurri  
AOREP  
Apple

ART Promotion  
Artsana  
ASA Programm  
ASG  
Assicurazioni Generali  
Associazione Bancaria Ticinese  
Autogrill  
Avenir Suisse  
AWD  
Bacardi  
Bally  
Banca Arner  
Banca del Sempione  
Banca Nazionale Svizzera  
BancaStato  
Basilese Assicurazioni  
Boston Consulting Group  
Bloomberg  
BMW  
Bolton Suisse  
Bosch  
BPS Suisse  
BravoFly  
BSI  
B-Source

Cardiocentro Cluster for Life Sciences  
Camera di Commercio CC-Ti  
Centro Studi Bancari  
CERN  
Ch Stiftung  
Chatham House  
Child's Dream  
cinfo  
Città di Lugano  
Città di Mendrisio  
Colombo Group  
Consono  
Coopi  
Coppa+Landini  
Cornè Banca  
Corriere del Ticino  
Credit Suisse  
DAN Europe  
Dannemann  
Danone  
Darwin Airline  
Deloitte  
Digital River  
Doodle  
Dufenergy

## Network USImpresa

BancaStato  
BPS Suisse  
BSI  
B-source  
Città di Lugano  
Cornè Banca  
Credit Suisse

Deloitte  
Ernst & Young  
Ginsana  
PricewaterhouseCoopers  
RSI  
UBS

Duferco  
Eco-Way  
EF Education  
Emmi  
Ente Ospedaliero Cantonale  
EnvEve  
EPFL  
Ermengildo Zegna  
Ernst & Young  
Eures - SECO  
European Patent Office - EPO  
European Travel Commission  
Eurosport  
E-volve  
ExMachina  
Faber  
Facebook  
Fendi  
Festival Internazionale film Locarno  
Fiamm Sonick  
Fiat  
Fidinam  
Finmeccanica  
Fondation Idée Sport  
Fondazione de Vigier

Fosit  
Fox Town  
GE  
Genolier Swiss Medical Network  
Ginsana  
Giorgio Armani  
Giornale del Popolo  
Givaudan  
Global Petroprojects Services  
Go Ahead Tours  
Google  
Gucci  
Guess Europe  
Helsinn  
Henkel  
Hertz  
Hilti  
Hoosh Technology  
Hotelleriesuisse  
Hugo Boss  
Hupac  
IBM  
ICRC  
IES Consulting  
Ikea

Ilapak  
Image Group  
Intel  
Invatec  
Johnson & Johnson  
Julius Baer  
Kairos Asset Management  
Kframe Interactive  
Kora  
KPMG  
Kuoni  
La Posta  
Labelux  
laRegioneTicino  
Lidl  
Lingue e stage all'estero - DFP  
Link Institute  
London Stock Exchange Group  
L'Oréal  
Luxottica  
M.I.S. Trend  
Maetrica  
Mangart Capital Advisors  
Manor  
Marsh

Medacta  
Mediaset  
Michael Kors  
Microsoft  
Mikron  
Mondadori  
Mondelez International  
Museo delle Culture  
Nestlé  
OECD  
Orange  
Otis  
Procter&Gamble  
Postfinance  
Prometeia  
PricewaterhouseCoopers  
Riri  
Rolex  
Rossimoda - LVMH  
RSI  
Ruag Aviation  
Samsung  
SAP  
SBB  
Securitas

Smau  
Social Business Earth  
Société BIC  
Sotell  
SRI Group  
ST Microelectronics  
Support Services Group  
Swatch Group  
Swiss Engineering  
Swiss Life  
Swisscom  
Swisslinx  
Technogym  
TeleTicino  
Thema consulting  
Thalia  
Ticino Turismo  
Tilo  
Tissot  
True Religion Brand Jeans  
Turbomach  
UBS  
UNESCO  
UNFPA  
Unicef

United Nations  
UNV - United Nations Volunteers  
Valcambi  
Vertime  
VF International  
Vodafone  
Vontobel Bank  
Waterline  
Whirlpool EMEA  
Wideside  
World Bank  
World Economic Forum  
WWF Svizzera  
Your Interface  
Zambon Group

