

Field Projects 2013/2014

COMPANY	PROJECT TITLE	TUTOR	MASTER
Credit Suisse	New Campus USI/SUPSI	Erik Nowak	Master in Banking and Finance
Zurich Insurance Group	Liquidity Risk in Strategic Asset Allocation	Francesco Franzoni	Master in Banking and Finance
BSI SA	Valutazione della Performance Fondi	Francesco Franzoni	Master in Banking and Finance
Novartis	Social Venture Programs Communication Strategy	Maddalena Fiordelli, Bénédicte Pansier, Peter Schulz	Master in Communication, Management and Health
Path	Advocacy and communications toolkit for GAVI-eligible countries: Monitoring and Evaluation (M&E) module	Evi Germeni, Bénédicte Pansier, Peter Schulz	Master in Communication, Management and Health
Swiss Windband Association	Identity and image of Schweizer Blasmusikverband	Jeanne Mengis	Master in Corporate Communication
pk. Vista AG	Development of a corporate branding strategy for pk.vista	Francesco Lurati	Master in Corporate Communication
DeliSky	Design of a communication strategy for the acquisition of new customers	Francesco Lurati	Master in Corporate Communication
Hugo Boss	Internal communication project for IT services at Hugo Boss Ticino	Jeanne Mengis	Master in Corporate Communication
FiloFibra	Fila in Belgio. A markt analysis comparison	Erik Larsen	Master in Management
GROM	Local marketing in GROM	Erik Larsen	Master in Management
Secondo Mona SPA	Risk analysis along the supply chain in the aerospace industry: the Secondo Monda case	Edoardo Mollona	Master in Management
Guaber	Promotional dynamics: contests with prizes	Edoardo Mollona	Master in Management
Knauf	Effects on training programs on the company	Gianluca Colombo	Master in Management
Preca Brummel	Entry strategy in the Swiss market	Gianluca Colombo	Master in Management
USA-Swiss Chamber of Commerce	Ticino hospital network: is the geographic score still effective?	Gianluca Colombo	Master in Management
DISTI-Federcommercio	Sensibilizzazione all'acquisto in Ticino	Carmine Garzia	Master in Management
Sant'Ambrogio servizi industriali	Assess the competitive positioning of Sant'Ambrogio servizi industriali in its operating markets	Carmine Garzia	Master in Management

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Enjoy Group	Proposta per la gestione della rotonda del festival	Matteo Prato	Master in Management
South Pole Carbon	Assessing the potential of Gold Power	Matteo Prato	Master in Management
Turbomach	Analysis of indirect purchases of Turbomach's districts for 2012-13	Balazs Kovacs	Master in Management
VF	Finding possible solutions to increase the current level of flexibility within VF's Stabio HQs	Gianluca Carnabuci	Master in Management
C-Infinito Consulting Sagl	Sizing e-commerce potential	Balazs Kovacs	Master in Management
SC Marketing Consult SA	Marketing strategy Walking Lugano	Balazs Kovacs	Master in Management
Ernst & Young	How talent across the world harnesses digital platform and technology to build and develop careers	Nikolaus Beck	Master in Management
EnergyQuote JHA	Market place and competitor activity	Nikolaus Beck	Master in Management
Société Générale	Private banking. Project Fenice	Gianluca Carnabuci	Master in Management
Manor 2	Online sales	Gianluca Carnabuci	Master in Management
Manor 1	Toys department. Identification of clients' needs and means of reaching those needs	Filippo Wezel	Master in Management
Credit Suisse	Bridging image with identity: attracting and recruiting brilliance	Filippo Wezel	Master in Management
BIC	BIC shavers: consumers' buying behaviour	Reto Hofstetter	Master in Marketing
IKEA	B2B furnishing service	Reto Hofstetter	Master in Marketing
Yamamay	Consumer acquisition in North America	Michel Gibbert	Master in Marketing
Henkel	How to renew the wool market	Michel Gibbert	Master in Marketing
Riso Scotti	Identification and translation of macro trends into opportunities for Riso Scotti in the functional food market	Ivan Snehota	Master in Marketing
Loris Kessel Auto SA	Developing a mobility service in Ticino	Ivan Snehota	Master in Marketing
Between	Online communication strategy for Between	Andreina Mandelli	Master in Marketing
Pirelli	Pirelli experience: develop a digital experience for Pirelli's customers	Andreina Mandelli	Master in Marketing

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B-Source 1	Tools for business and visual intelligence from B-source	Fabio Crestani, Gianluca Colombo	Master in Management & Informatics
Credit Suisse	Plug-In for bidirectional synchronization between JIRA and MS-Project	Fabio Crestani, Erik Larsen	Master in Management & Informatics
B-Source 2	Project PPM from B-Source	Fabio Crestani, Gianluca Colombo	Master in Management & Informatics