

Field Projects 2015/2016

COMPANY	PROJECT TITLE	TUTOR	MASTER
Banca Zarattini	MonteCarlo VAR_Group 1	Francesco Franzoni, Eric Nowak	Banking&Finance, Finance
Banca Zarattini	MonteCarlo VAR_Group 2	Francesco Franzoni, Eric Nowak	Banking&Finance, Finance
BSI	Investing in a World with Low Yields (if any) Portfolio Construction/Managing in a very low or "below zero" Interest Rates. Consider problems, solutions, risk, opportunities and particularly how to approach Portfolio Risk Management in this new environment	Francesco Franzoni	Banking&Finance, Finance
Associazione Svizzera Non-fumatori	Investigate communication strategies to sensitize population against smoking, with particular attention to the ones targeting young adults	Maddalena Fiordelli	Communication, Management&Health
EOC-Direzione Generale	Developing effective communication strategies to sensitize hospital collaborators toward vaccination	Maddalena Fiordelli	Communication, Management&Health
ESMO	The brand value for ESMO members	Maddalena Fiordelli	Communication, Management&Health
Fondazione Ticino Cuore	Developing effective communication strategies to sensitize population to the topic of sudden cardiac death	Maddalena Fiordelli	Communication, Management&Health
Ospedale Beata Vergine di Mendrisio	Investigating patients' experience of the day surgery project at the Ospedale Beata Vergine di Mendrisio	Maddalena Fiordelli	Communication, Management&Health
ASH Group	Evaluation of the ASH Group Brand Communication Strategy	Francesco Lurati	Corporate
HEINEKEN Switzerland	Three approaches of a CSR strategy pillar for Heineken Switzerland	Jeanne Mengis	Corporate
Lindt & Sprüngli	Why and how internal communication should become a strategic management concern for Lindt & Sprüngli	Jeanne Mengis	Corporate
Vf International	Corporate Social Media Strategy for EMEA	Francesco Lurati	Corporate
Fondazione Monte Verità Ascona	Museum Monte Verità business plan	Erik Larsen	International Tourism
Hotel Colorado Lugano	Online marketing plan	Erik Larsen	International Tourism
Hotel Internazionale Bellinzona	AlpTransit in Bellinzona	Erik Larsen	International Tourism
Mendrisiotto Turismo	Bellavista Monte Generoso marketing plan	Erik Larsen	International Tourism
Ticino Turismo	Back to nature theme year marketing plan	Erik Larsen	International Tourism
AIF	Qualitative and quantitative research on Family Business in Ticino	Gianluca Colombo	Management
Artsana group	Alternative solutions to the current lighting system	Matteo Prato	Management

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ARVI	European locations for ARVI shops	Carmine Garzia	Management
Bavarian blood donation center	Implementing a reservation-tool for mobile blood drives	Dirk Martignoni	Management
BWA Yachting	BWA Yachting lifestyle rebranding project	Carmine Garzia	Management
Cornercard	Integrated marketing strategy for a youth platform	Gianluca Carnabuci	Management
Ferrero	Brand management and complexity of the central supply planning	Edoardo Mollona	Management
I Love Italian food	Pasta project - USA	Dirk Martignoni	Management
La Fonte	Classification and application of fundraising in Ticino	Matteo Prato	Management
Lario Hotels	From three small hotels into one hotel chain: growth opportunities and organizational synergies	Nickolaus Beck	Management
Scanavin	Understand the processes - from procurement of the raw materials and semi finished products to shipping of finished products - in order to understand the steps that could be enhanced	Edoardo Mollona	Management
Schmid	Schmid's international market expansion: analysis and recommendations	Gianluca Carnabuci	Management
UBS	Banking in Ticino: overview and public perception	Nickolaus Beck	Management
USA-Swiss Chamber of Commerce	Assessing Ticino innovation policy in comparison with a panel of selected cantons	Gianluca Colombo	Management
Avaloq Sourcing Switzerland	Building a support tool for financial accounting	Mauro Pezzè	Management&Informatics
Keros Digital	B2C Mobile application for fashion groups	Mauro Pezzè	Management&Informatics
Netcomm Suisse	Digital platform for on line digital eCommerce recruiting	Mauro Pezzè	Management&Informatics
Funicolare San Salvatore	Develop and evaluate the "deseasonalization" strategy supported by financial projections with multiple scenarios	Michael Gibbert	Marketing
Graduate School of Nursing (SSCI)	What is the degree of students' satisfaction with the study and training program provided by SSSCI and how does it fit to the market demand?	Reto Hofstetter	Marketing
Hilti corporation	Social Media in Marketing and Sales Activities	Ivan Snehota	Marketing
My Habitat	The identification of the main criticalities of the scalability of the MyHabitat business model in order to provide "actionables" for a business expansion in the City of Milan	Ivan Snehota	Marketing
Ottica Belotti - Blitz	How can BFE increase its brand awareness to attract all visitors of the shopping malls in which the stores are located?	Reto Hofstetter	Marketing

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Retail Academy in Pianoforte Group	The creation of the Pianoforte Retail Academy	Michael Gibbert	Marketing
RSI: the TV of the future	The TV of the future. Consumers' evaluation of existing and potential additional content options for RSI+, the HbbTV platform of the RSI channels LA1 HD and LA2 HD	Andreina Mandelli	Marketing