Università
della
Svizzera
italiana

The Field Project: a bridge between theoretical and practical knowledge

Invitation for companies and institutions

2019/20

The Field Project: a bridge between theoretical and practical knowledge

The Università della Svizzera italiana (USI), in Lugano, Switzerland, is offering the opportunity to companies to do a Field Project with second-year students from its eight Masters in the Faculties of Communication Sciences, Economics and Informatics.

The Field Project is a consultancy project for a period of three months conducted by a team of three to six international Master's students, who apply their theoretical knowledge and skills acquired in class to real cases in a professional environment. Students work in teams under the supervision of a USI Professor and in coordination with the Client Organization.

Companies and Institutions may advance a proposal to the University for a Field Project in an area of interest covered in one of the eight Masters involved.

Field Project companies (since 2004/2005)

Field Projects offered	356
Companies offering Field Projects	248

The Masters' degrees involved

Area	Master
Finance	Master in Finance www.usi.ch/mfin
Tourism	Master in International Tourism www.usi.ch/mt
Health	Master in Communication, Management and Health www.usi.ch/mcmh
	Master in Cognitive Psychology in Health Communication www.usi.ch/mphc
Management and Marketing	Master in Corporate Communication www.usi.ch/mcc
	Master in Management www.usi.ch/mmg
	Master in Marketing and Transformative Economy www.usi.ch/mktg
Informatics	Master in Management and Informatics www.usi.ch/mmi

Areas of consulting projects

The Projects can relate to any topic taught in each of the eight Master's degree programmes.

As an example, areas include, among others:

- Advertising, Collaborative Branding, Consumer Behaviour, Corporate Identity and Culture, Entrepreneurship, Health Communication, Industrial Marketing, Innovation Management, Internal Communication, Knowledge Management, Leadership, Market Research, Market Strategy, Operations, Product Development, Reputation and Image Management, Sales, Service Marketing, Strategy, Sharing, Customer and Societal well-being.
- Asset Management, Private Banking, Investment Banking, Hedge Funds, Risk Management, Credit Rating, Controlling, Valuation, Corporate Finance.
- Computer Infrastructure Management, Requirements Analysis and System Specification, User Interface Design.
- Domestic and International Tourism, Business Travel, Destination Management and Marketing, Events and Conferences, Transportation and Accommodation.
- Pharmaceutical, bio-tech, and insurance companies, and government and non-profit organizations, Public and Private Hospitals, Private Companies specialized in the health communication, Start-ups, Governmental and Non-governmental organisations active in disease prevention and health promotion.

Timing

The Field Project is carried out during the 4th semester, from February to May.
* For the Masters in Finance (MF) and Management and Informatics (MMI) the Field Project takes place during the 3rd semester, from September to December.

Potential Field Projects are submitted by the companies and selected by the Director of the Master	Field Projects are defined and teams and tutors are assigned	Field Projects are carried out
September-December	January-February	February-May
June-July*	August-September*	September-December*

Key Milestones

Kick-off meeting with companies → Intermediate Report → Final Report (in company presentation)

Costs and contract

No fees are charged by USI for the Field Projects, however the Client Organization is responsible for the costs of travel and accommodation, meetings, and extras as specified in the contract. Università della Svizzera italiana and the Client Organization will discuss terms, content and requirements of the Field project and draw up a formal contract that will include issues regarding confidentiality, intellectual property and out-of-pocket expenses.

How to participate

Proposals for Field Projects can be submitted to the Master's Director or the Career Service, which will put the company in touch with the relevant Master's Director for further discussion and approval.

Key companies

Accenture, EnergyQuote JHA, Aduno, AIL, Alessi, AMAG, ANDER GROUP, Artsana group, ARVI, ASH Group, Audemars, Audi, Avaloq, AWD, Bally, Banca Corner, Banca Zarattini & Co. , Banque Cramer & Cie, BIC, BISICOM, BWA Yachting, Canon, Città di Lugano, Clinica Moncucco, Credit Suisse, Cysco, Danpower, DeliSky, Designergy, DTX Commodities, Ermenegildo Zegna , EFG Bank, EGL Italia, Enjoy Group, EOC - Ente Ospedaliero Cantonale, European Society for Medical Oncology (ESMO), Evolve, EY, Fantoni Group, Ferrero, Festival Blues, FFS, FiloFibra, Fratelli Beretta, Ginsana, Giorgio Armani, Globus, GROM, Gruppo San Donato, Guaber, Guess, Handelsblatt FachMedien, Health Promotion Switzerland, Heineken, Henkel, Hilti, Hoffmann- La Roche , Hoosh Technology, Hugo Boss, Humabs BioMed, IBM, IKEA, Ilapack, Infiniti Luxury Cars, ISS Group, Iveco, Keros Digital, Knauf, LAC, Lallemand Pharma, Lambertini, Ernst and Partners, Lario Hotels, Lemoine international, Lindt & Sprüngli, Locarno Film Festival, Loonity, LOPAG Trust, Loris Kessel auto, Loubay.ch, Lufthansa, Lugano Turismo, Luxury Goods International, Mammut Group, Manor, McKinnon & Clarke, Microsoft, MIDATA.coop, Mikron, MVC & Partners, Swiss Family Office, NetComm Suisse, Novartis, Path, Pepsi, Pianoforte Academy, Pirelli, PKB Privatbank, Porsche Consulting Milano, PostFinance, Pramac, Procter&Gamble, Publisuisse, Quanta RU, Radiotelevisione Svizzera, Reflact, Riri, Riso Scotti, Rivopharm, Ruag, SAATI, SBB, Schmid energy, Secondo Mona, SIMI group, SIX Swiss Exchange, Société Génerale, Softline, Solterra, South Pole Carbon, Splash&Spa, Swiss Airlines, Swiss Chamber of Commerce Italy, Swiss Finance Institute, Swiss Medical Network, Swiss Red Cross, Swiss Social Security Funds, Swisscom, Swissport, Ticino Turismo, Tissot, Turbomach, UBS, USA - Swiss Chamber of Commerce, Valora, VF International, Vodafone, WWF, Yamamay, Zurich Insurance Group

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More than 200 companies
and 330 Field Projects since 2004/05.

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Contacts
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