The Field Project: a bridge between theoretical and practical knowledge

Invitation for companies and institutions

2021/22
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 seven 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 theo-
retical knowledge and skills acquired in class to real cases in a professional envi-
ronment. 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 seven Masters involved.

Field Project companies (since 2004/2005)

Field Projects offered

414

Companies offering Field Projects

277

The Masters’ degrees involved

<table>
<thead>
<tr>
<th>Area</th>
<th>Master</th>
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<tbody>
<tr>
<td>Finance</td>
<td>Master in Finance&lt;br&gt;www.usi.ch/mfin</td>
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<tr>
<td>Health</td>
<td>Master in Communication, Management and Health&lt;br&gt;www.usi.ch/mcmh</td>
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<td>Master in Cognitive Psychology in Health Communication&lt;br&gt;www.usi.ch/mphc</td>
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<tr>
<td>Management and Marketing</td>
<td>Master in Corporate Communication&lt;br&gt;www.usi.ch/mcc</td>
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<td>Master in Management&lt;br&gt;www.usi.ch/mmg</td>
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<td>Master in Marketing and Transformative Economy&lt;br&gt;www.usi.ch/mktg</td>
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<tr>
<td>Informatics</td>
<td>Master in Management and Informatics&lt;br&gt;www.usi.ch/mmi</td>
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</table>
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:

- Asset Management, Private Banking, Investment Banking, Hedge Funds, Risk Management, Credit Rating, Controlling, Valuation, Corporate Finance.
- 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.

<table>
<thead>
<tr>
<th>Potential Field Projects</th>
<th>Field Projects are defined and teams and tutors are assigned</th>
<th>Field Projects are carried out</th>
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<tbody>
<tr>
<td>September-December</td>
<td>January-February</td>
<td>February-May</td>
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<tr>
<td>June-July*</td>
<td>August-September*</td>
<td>September-December*</td>
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</tbody>
</table>

Key Milestones

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

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

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

Università della Svizzera italiana

2021/22

Contacts

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