



Academic year 2024-2025

Master in European Studies in Investor Relations and Financial Communication (ESIR)

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Study plan

1st semester (SA 2024-2025)

Core (33 ECTS)	Lecturers	Tags	ECTS
Accounting for Investor Relations (UNICA)			6
Principles of Financial European Regulation (UNICA)			6
Speech Communication (UNICA)			3
Statistical Data Analysis (UNICA)			3
English for Business and finance - First level (UNICA)			3
Français de la Finance - First level (UNICA)			6
Deutsch für die Finanzkommunikation - First level (UNICA)			6

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
EU Financial Systems and Bank Management (UNICA)			6
Economics of the EU (UNICA)			6
Corporate Finance (UNICA)			3
English for Business and Finance - Second level (UNICA)			3
Français de la Finance - Second level (UNICA)			6
Deutsch für die Finanzkommunikation - Second level (UNICA)			6
Christian Ethics in Business			0

(UNICA)

3rd semester (SA 2025-2026)

Core (27 ECTS)	Lecturers	Tags	ECTS
Argumentation in Finance	Rocci, Palmieri		6
Methods in Financial Communication	Rocci, Raimondo, D'Agostino		6
Communication Strategies in Financial Disclosure	Stenka		3
Online Communication Design - ESIR	Picco		3
Sustainable Finance and Ethics	Goessling		3
Current Issues in International Affairs	Villeneuve, Angélico		3
Conversations with industry experts on Private Banking	Vergani	Core o elective in alternanza con Conversations with industry experts on Investor Relations - SP	3

Elective (6 ECTS)	Lecturers	Tags	ECTS
Argumentation in Conflict Resolution	Greco	Suggested Elective Course	3
Intercultural Communication	Noris	Suggested Elective Course	3
Social Media Management	Benecci	Suggested Elective Course	6
Comparative Public Administration	Villeneuve, Angélico	Suggested Elective Course	6
Brand Management: Strategic Design and Creative Applications	Visconti, Heilbrunn	Suggested Elective Course	6
Quantitative aspects in the financial discourse	Erez	Suggested Elective Course	3
Financial Decisions	Pellandini-Simányi	Suggested Elective Course	3
Entrepreneurial Finance	Frésard	Suggested Elective Course	6

4th semester (SP 2026)

Core (18 ECTS)	Lecturers	Tags	ECTS
Banking Strategies & Wealth Management	TBD, Coggi		6
Conversations with industry experts on Investor Relations	Rossini	Core o elective in alternanza con Conversations with industry experts on Private Banking - SA	3
Investor Relations	Hoffmann		3
Law and Practice of Capital Markets	Mozzarelli		3
Natural Language Processing for Business and Finance	van der Plas	Core o elective in alternanza con Online communication Design - SA	3

Elective (6 ECTS)	Lecturers	Tags	ECTS
The Swiss Banking System: History, Institutions and Perspectives	Raimondo, Coggi	Suggested Elective Course	3
Sponsoring and partnership management	Cotting	Suggested Elective Course	3
Natural Language Processing for Business and Finance Project	van der Plas	Suggested Elective Course	3
Business Markets and Industrial Relations	La Rocca	Suggested Elective Course	3
ESG I: Corporate Governance	Nowak	Suggested Elective Course	3
Financial Statement Analysis	Nowak	Suggested Elective Course	3
Internship		Option Internship 9 ECTS + 3 ECTS elective course	9
Thesis			18

Students must acquire **12 ECTS** of "**Suggested Elective Course**" tagged courses or activities **over the entire study plan**.

Students must acquire **3 ECTS** of "**Core o elective in alternanza con Conversations with industry experts on Investor Relations - SP**" or "**Core o elective in alternanza con Conversations with industry experts on Private Banking - SA**" tagged courses or activities from the **3rd, 4th semesters**.

Students might choose "**Option Internship 9 ECTS + 3 ECTS elective course**" tagged Extra-curricular courses or activities (which are not included in the graduation requirements).