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## WHY THIS NEWSLETTER

“Come and go” is the International Relations and Study-abroad newsletter which aims at keeping our readers up-to-date on the latest news and events related to our activities. It is published 4 times per year and reaches approx. 4'000 readers, in particular USI students, faculty and staff, incoming students and staff from our many partner universities and other collaborators. We do hope you will enjoy reading it!



Shanghai University of Finance & Economics Campus.

## TWO NEW BILATERAL AGREEMENTS: SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS (SUFU) AND HIGHER SCHOOL OF ECONOMICS (HSE) MOSCOW

We are proud to announce that USI can now offer two new destinations outside the European boundaries.

In the month of February USI signed a student exchange agreement with **Shanghai University of Finance and Economics (SUFU)**. **Up to 4 USI students at Bachelor level enrolled at the Faculty of Economics will have the chance to study in English.** From our side, we are eager to welcome in Lugano the students from this new partner university. We have asked our colleague, Ms. Helen Dong, Program Officer of International Exchange & Cooperation Office, to briefly describe her institution. “Founded in 1917, Shanghai University of Finance & Economics (SUFU) is one of China’s oldest and most renowned universities in finance and economics. It is highly ranked as one of China’s key universities with strong government endorsement. In QS World University Ranking by Subject (2014) - Accounting and Finance, SUFU ranked as Top 150; according to Tilburg University Worldwide Economics Schools Research Ranking (2013) – Economics, SUFU was 1st in China and 6th in Asia; and in ASU Finance Ranking (2010-2012) -Finance, SUFU held the 1st place in Mainland China and 104th in the world.

It is home to 21,119 undergraduates and graduates in its 44 Ph. D. programs, 74 master programs and 36 undergraduate programs; it is also the top choice for international students, who are from nearly 100 countries. It has established official cooperation with 130 universities and institutions worldwide including World Bank, IMF, University of Cambridge, Columbia University, UC Berkeley, etc.”

The second agreement was signed during the month of March with the **Higher School of Economics (HSE) in Moscow.**

Here is the description of the university from the Office for International Cooperation of HSE:

“HSE was established in 1992 on the initiative of renowned Russian economists and leading reformers in the Russian Government. Having rapidly grown into a well-renowned research university over two decades, HSE sets itself apart with its international presence and cooperation. In October 2009 the Higher School of Economics received the status of a National Research University and is arguably now the leading centre in Russia for teaching and research in the social sciences (and humanities).



Higher School of Economics Campus.

Faculty, researchers, and students represent over 50 countries, and are dedicated to maintaining the highest academic standards. Now a dynamic university with four campuses, 2500 instructors and 27000 students HSE is a leader in combining Russian education traditions with the best international teaching and research practices. HSE offers outstanding educational programmes from secondary school to postgraduate studies, with top departments and research centres in a number of international fields.”

The new cooperation was celebrated with the visit of Prof. Nina Beyaeva, Head of the Public Policy Department of the Faculty of Social Sciences.

**Starting from next Autumn term USI can send up to 6 Master students to study at HSE in of the following programmes (held in English):**

- [Master of International Business](#) (Faculty of World Economy and Int. Affairs);
- [Master in Strategic Corporate Finance](#) (Faculty of Economic Sciences);
- [Master in Political Analysis and Public Policy](#) (Public Policy Department).

## DOUBLE INTERVIEW: PROF. MASSIMO CERULO (UNIVERSITY OF PERUGIA, ITALY) AND PROF. GABRIELE BALBI (USI, FACULTY OF COMMUNICATION SCIENCES)

Enjoy the double interview of Prof. Massimo Cerulo and Prof. Gabriele Balbi. The two colleagues decided to take advantage of the opportunity offered by the SEMP (Swiss European Mobility Programme). Prof. Cerulo from University of Perugia came to USI to spend 3 days (March 14-16) in the framework of the staff mobility for teaching scheme.

**Thank you Prof. Massimo Cerulo and Prof. Gabriele Balbi for accepting to share with us and our readers your insights. Could you please introduce yourselves in a few words?**



Prof. Massimo Cerulo, University of Perugia..

**Cerulo:**“I’m Assistant Professor in Sociology at University of Perugia. In the Department of Political Sciences. I’m member in the PhD committee’s board. I’m also visiting researcher at University of Paris V “René Descartes”. My main areas of interests are sociology of emotions and history of the sociological thought. I wrote seven books, several book chapters and articles for scientific journals on these topics. My last book is *Maschere quotidiane. La manifestazione delle emozioni dei giovani contemporanei* (Rubbettino 2015)”.

**Balbi:**“I’m Assistant Professor in Media Studies at the Institute of Media and Journalism (USI). In the Faculty of Communication Sciences, I’m Vice and Study Dean, Co-director of the Chinese Media Observatory, member in the PhD committee’s board, responsible of “communication and media” minor at BA level. My main areas of interests are media history and history of telecommunications. I wrote four books, several book chapters and articles for scientific journals on these topics. My last book is *Storia dei media digitali. Rivoluzioni e continuità* (with Paolo Magaudda, Laterza 2014).”

**What did you learn thanks to the teaching staff mobility programme?**

“We did learn the virtue of the comparison about teaching techniques and the lesson methodology.”

**What do you both think is the added value of doing such an experience?**

**Cerulo:**“Exchanging research perspectives about our studies and increasing own teaching knowledge about the lessons in BA courses and in the post-



Prof. Gabriele Balbi, USI.

graduate seminars.”

**Balbi:** “Building contacts with Italian universities and strong faculties in communication sciences, providing BA students at USI with fresh and insightful teachings about sociology of communication, creating new and strong relationships in order to launch new research projects.”

**Would you recommend your colleagues to do a similar experience, and why?**

“We strongly recommend our colleagues to do a similar experience because it is an excellent possibility to know other scientific methodologies, to teach in another language to other students with different backgrounds, to create collaborations with other research groups.”

**Prof. Balbi, what were the three highlights of hosting a colleague from a different university?**

“New and fresh ideas and research topics. Exposing students with other approaches. Establishing connections and potentially launching new research projects.”

**Prof. Cerulo, what were the three highlights of spending three days of teaching at another university?**

“Teaching in another language. Academic location. Scientific collaborations and potential participation to other research groups.”

## 102 USI STUDENTS ARE READY TO GO ABROAD

In a time when an increasing number of jobs require an international outlook, international experiences are amongst the most precious parts of a young person’s education. That is why the choice for a study-abroad semester (or two semesters) is particularly important and exciting for USI students.



Like every year, the end of February marked the deadline for the submission of the study-abroad applications for the following academic year. A moment when students, in a very student-y fashion, rush to put the application dossier together and submit it at the last minute – to the initial chagrin of the International Relations and Study-Abroad Office, which is literally submerged in questions and paper.

This year, the number of USI students from the Lugano faculties wishing to go on an exchange was particularly high with 75 applicants. Their applications were carefully reviewed by the Office and a selection for nominations to USI’s partner universities was made.

Contrary to previous years, where interest in Australia was mild, 12 students wanted to go to either the University of Technology Sydney or the University of Western Australia in Perth. Of these, after the selection process, only 10 have been nominated to our partner universities – filling every single place for the 2016-17 academic year. The other hot destinations, more in line with previous years, are Copenhagen Business School and Nanyang Technological University in Singapore, with USI delegation of 8 and 10 students respectively.

Overall, this year’s statistics show that female students (55.4%) are slightly more interested in the an exchange than their male counterparts (44.6%). The total number of students is divided between 57% economics and 43% communication students, with only one student from the Faculty of Informatics leaving for a semester abroad. Only 4 students studying for their Bachelor are going abroad next academic year, while the remaining 71 students are from Masters programmes: most prominent amongst which are students of Management (27) and Marketing (23).

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*“European destinations remain at the top of the list, attracting half of USI’s outgoing students.”*

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European destinations remain at the top of the list, attracting half of USI’s outgoing students – a datum that should not surprise given the higher number of exchange agreements USI hold with universities within the bounds of the EU. International destinations account for 32.4% of students, while the Swiss Mobility programme within Switzerland only attracts 17.6%.

Students from the Academy of Architecture in Mendrisio embarking on an exchange period are 27 (59% female against 41% male students). Of these 4 opted for a truly international experience by going to Virginia Tech in the United States and the University of Western Australia, while 4 chose to stay close to home by studying either at ETH Zurich or EPF Lausanne. The remaining 19 students chose very diverse destinations: from the Mackintosh School of Architecture in Glasgow, Scotland, to the Escuela Tecnica Superior de Arquitectura in Madrid, Spain.

## SPRING TERM 2016

The start of a new semester makes everybody fall back on their routines and, as it is now tradition, the new incoming exchange students at USI were welcomed with free lunch in the canteen before the necessary orientation session in the afternoon.

This semester, in the Lugano campus, the exchange students spending a semester at USI are 29, and a good number of them come from the Asia-Pacific area. A particularly strong delegation of 8 Singaporeans is propped up by 3 students from Australia. The remaining students are from the usual European countries of origins, among which Finland, France, Austria, Greece, Czech Republic, and Italy.

At the Academy of Architecture in Mendrisio, in addition to the 20 students spending the whole year at USI since September, there were 5 new arrivals this February: 3 students crossed the Alps from ETH Zurich, while 2 students flew in from Scotland and Spain respectively.

After going through all the bureaucratic procedures needed to settle in Lugano and Mendrisio, the students were treated to an aperitivo by the local Erasmus Student Network (ESN) at the Trinity Irish Pub in Lugano. It was a funny night where the exchange students had the opportunity to enjoy the typical “apericena” with a selection of food and local beer and to know each other. For that, ESN organized an activity called “Speed Dating” where the students had to change places and talk to students they had never talked to before for a few minutes. ESN section members personally talked to each of the participants to get to know them better, and especially to know what kind of activities they would like to do while studying at USI.

## DISCOVER TICINO: ICE HOCKEY, ONE OF THE MOST POPULAR SPORT IN SWITZERLAND

Ice hockey is arguable one of the first and most followed and enjoyed sports in Switzerland (together with soccer and skiing). Considering the country’s small size, Switzerland’s 1,200 teams, 16,000 matches per year, and an average match attendance of 6,600 are truly amazing and amongst the highest in Europe.

Although the biggest share of ice hockey fandom is in the Germans-speaking part of Switzerland, with HC Davos and SC Bern recording the most titles and most average attendance for home matches (16,000) respectively, Canton Ticino has a strong hockey tradition.

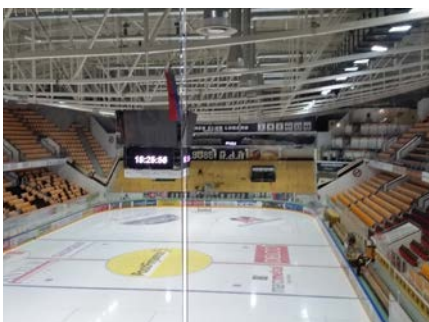
There are two Ticinese teams active at the national level: HC Lugano, locat-



Welcome day for exchange students, Lugano Campus.



Aperitivo with ESN at the Trinity Irish Pub.



HC Lugano’s ice rink, the Resega.



Mr. Alessandro Siviero, HCL Marketing Director talking about the team history and palmares.



An intense moment of the match: HCL vs. EV Zug.

ed in the southern part of the canton, and HC Ambrì-Piotta, located in the north. The two teams have long been fierce rivals, with every derby pitting the respective fandoms against each other to make the match a most heated and enjoyable affair – in and out of the ice rink.

In order to offer our newly arrived incoming exchange students a taste of what makes hockey such an important sport in Switzerland and in Ticino, we organised a special visit to the HC Lugano's ice rink, the Resega, to which followed the last match of the regular season between Lugano and Zug.

The visit also included a tour of the facilities. Our students had the chance to explore the private and VIP lounges, witness first-hand some of the administrative structures (such as the Marketing division), and talk to several management people. Long-time HC Lugano fan, and member of USI administrative staff Mauro Prevostini, was also accompanying the students in the visit: his passion for the sport really showed itself in several interesting and funny anecdotes about the Swiss ice hockey scene. Especially interesting to the students, was also the visit to the player's private gym underneath the ice rink – unfortunately, the ladies were let down by the absence of players warming up before the match.

The match itself, on the contrary, was pretty exciting stuff. Seated in a strategically located area in the tribunes above one of the goal areas, our students were best placed to enjoy a tense match between Lugano and Zug, offering very exciting moments of both fast-paced and brilliant action, and less sporty moments of brawls between the two teams' players. In the intervals between the three periods of the game, our students were also invited to show off their skill on the ice with some fun games under the eyes of the full Resega ice rink, where some of them managed to win free premium tickets for one of the play-off matches.

The match ended with a defeat for Zug in the overtime, with Lugano winning 3:2 amongst the exultance of both the local and the newly gained international fans. HC Lugano went on to dispute the Swiss national cup for the first time since 2006 against SC Bern in April – and we like to think that it was our international incoming students' visit which boded well for the Ticinese team successful run in the play-offs.

## NEWS IN BRIEF

### Eurocampus

Since more than 10 years, USI students is offered the opportunity to attend Eurocampus. Eurocampus is an intensive international study period of one semester jointly organized with a network of eleven European Universities (EMICC network). The universities that are presently part of EMICC are: Universität Bayreuth (Germany), Anglia Ruskin University (UK), University of Jyväskylä (Finland), Universidade Aberta Portugal, USI, Institut national des langues et civilisations orientales (France), Adam Mickiewicz University (Poland), Tallinn University (Estonia), Università degli Studi di Urbino Carlo Bo (Italy), Utrecht University (The Netherlands). This intensive study semester is designed to provide academic knowledge and to enhance the professional as well as social competencies of participants preparing for careers with significant intercultural contact. The participants are students from the partner universities study together under the instruction of visiting teachers from the partner institutions. The first Eurocampus was organised in autumn 2002 and was held in Jyväskylä, Finland. USI hosted two editions: in 2007 and in 2009. In 2016, the 15th Eurocampus will take place at Tallinn University, Tallinn, Estonia.

More information at: [Eurocampus](#).



### Fulbright Visiting Scholar Program

The Fulbright Visiting Scholar Program is a non-degree, post-doctoral award program for researchers, university lecturers and experts from academic institutions in Switzerland who wish to conduct post-doctoral research, lecture, or pursue combined lecturing and research in the United States. All candidates must currently be affiliated with one of the universities or research institutions in Switzerland. Program length is three months to one academic year with the start date beginning during fall 2017, through early Spring 2018. The application deadline for the preselection at swissuniversities is June 10, 2016. For further information please have a look on [Fulbright](#).

### Change of the Swiss National Agency

In February, it was announced that the confederation and the Cantons decided not to renew the mandate to the ch Foundation. A new organization will be created and will be active from 2017. We will keep you informed as soon as we have more detailed information.

### Italian government Scholarships for foreign and IRE students

The scholarships are offered for the following type of courses: Undergraduate University courses (renewals only); Postgraduate University courses; Master's Degree courses (Levels I or II); Ph.D. Courses; Specialisation Schools; Research under academic supervision; Courses of Higher Education in Art, Music and Dance (AFAM); Advanced Courses on Italian language and culture Courses for Teachers of Italian as second language. For more information: [http://www.esteri.it/mae/resource/doc/2016/03/bando\\_a.a.\\_2016-17\\_en.pdf](http://www.esteri.it/mae/resource/doc/2016/03/bando_a.a._2016-17_en.pdf)



Maurizio Griffo's blog on the National Agency website.

### Maurizio Griffo's blog

The national Agency, ch Foundation, selected an USI student, Maurizio Griffo, as a contributor to the SEMP programme blog. Maurizio is studying for his bachelor in Economics and is spending the Spring term at the partner university of Jyväskylä. Over the next three months he will report on his experience and adventures in Finland's seventh largest city. You can follow him: <https://www.ch-go.ch/en/news/blog/detail/lapland-sul-tetto-del-mondo/>.



Università della Svizzera italiana

### CONTACT

International Relations and Study-abroad Office

Università della Svizzera italiana  
Via Buffi 13  
CH - 6900 Lugano

e-mail [relint@usi.ch](mailto:relint@usi.ch)  
URL <http://www.relint.usi.ch>

phone +41 58 666 46 26  
fax +41 58 666 46 47