

## "EVALUATION OF UNIVERSITY EXPERIENCE"

# STATISTICAL RESULTS FOR THE MASTER OF SCIENCE DIRECTOR

# Economics and Management in Arts, Culture, Media and Entertainment

a.y. 2019-2020

Survey period: July 2020 - July 2021

N. of completed questionnaires: 96

N. of graduate students: 105

Response rate: 91,4%



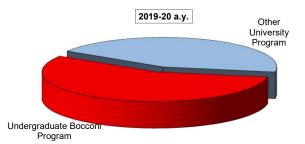
### EVALUATION OF UNIVERSITY EXPERIENCE

### Economics and Management in Arts, Culture, Media and Entertainment

### General information

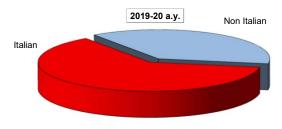
### Undergraduate Career

Answers		%	%
	a.v.	2019-20	2018-19
Undergraduate Bocconi Program	54	56,3	67,4
Other University Program	42	43,8	32,6
Total	96	100,0	100,0
NA	0		



### Nationality

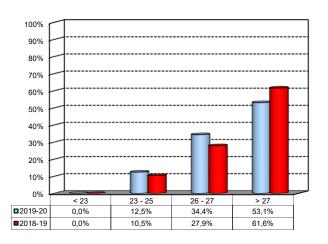
Answers		%	%
	a.v.	2019-20	2018-19
Italian	60	62,5%	79,1%
Non Italian	36	37,5%	20,9%
Total	96	100%	100%
NA	0		



### Average mark of the exams passed:

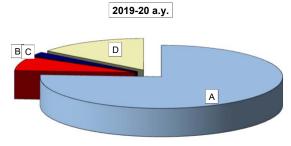
(approximate average expressed in 30/30)

Answers	a.v.	%
18	0	0,0%
19	0	0,0%
20	0	0,0%
21	0	0,0%
22	0	0,0%
23	1	1,0%
24	1	1,0%
25	10	10,4%
26	6	6,3%
27	27	28,1%
28	34	35,4%
29	17	17,7%
30	0	0,0%
Total	96	100%
NA	0	



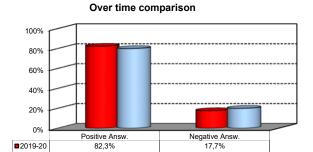
### How many of the courses included in your curriculum did you attend regularly?

Answers		%	%
	a.v.	2019-20	2018-19
A - More than 75%	73	76,0	87,1
B - Between 50 and 75%	7	7,3	10,6
C - Between 25 and 50%	2	2,1	2,4
D - Less thanl 25%	14	14,6	0,0
Total	96	100,0	100,0
NA	0		



1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

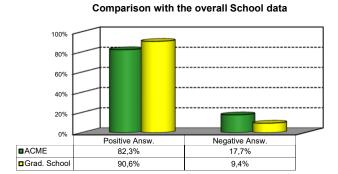
Answers	Ita	Italian Non		Italian	Т	otal
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	16	26,7%	7	19,4%	23	24,0%
B - More YES than NO	32	53,3%	24	66,7%	56	58,3%
C - More NO than YES	11	18,3%	5	13,9%	16	16,7%
D - Definitely NO	1	1,7%	0	0,0%	1	1,0%
Total	60	100%	36	100%	96	100%
NA	0		0			



20,0%

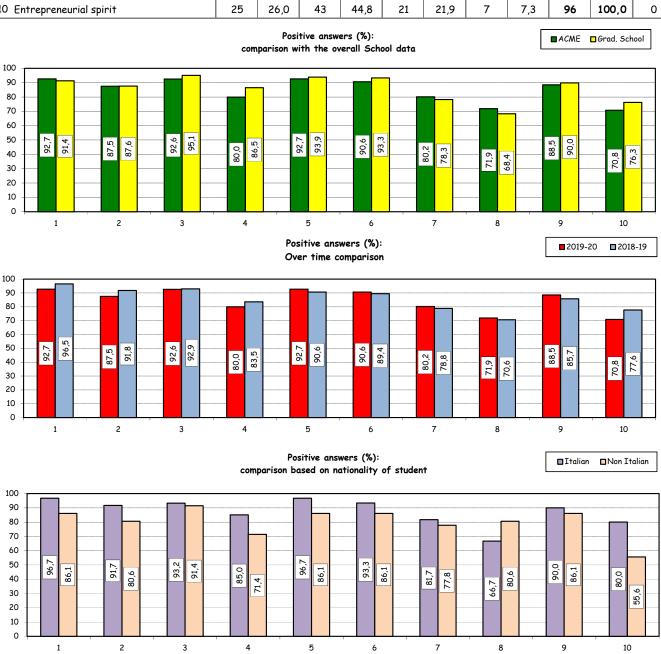
80,0%

■2018-19



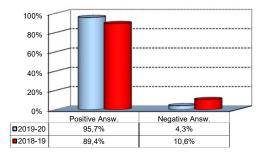
### 2) Do you think that your course of study at Bocconi has contributed to the development of the following skills?

Item	Definit	ely YES		ES than		NO than	Definit	ely NO	То	otal	n.a.
C. St. Chill		0/	-	10		ES v		0/		0/	
Soft Skill	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
1 Ability to work in team	58	60,4	31	32,3	7	7,3	0	0,0	96	100,0	0
2 Interpersonal skills	44	45,8	40	41,7	10	10,4	2	2,1	96	100,0	0
3 Organizational skills	49	52,1	38	40,4	7	7,4	0	0,0	94	100,0	2
4 Critical thinking skills	38	40,0	38	40,0	17	17,9	2	2,1	95	100,0	1
5 Ability to analyze and select information	42	43,8	47	49,0	6	6,3	1	1,0	96	100,0	0
6 Problem-solving ability	48	50,0	39	40,6	8	8,3	1	1,0	96	100,0	0
7 Written communication skills	35	36,5	42	43,8	15	15,6	4	4,2	96	100,0	0
8 Verbal communication skills	27	28,1	42	43,8	24	25,0	3	3,1	96	100,0	0
9 Ability to cope with stress	48	50,0	37	38,5	10	10,4	1	1,0	96	100,0	0
10 Entrepreneurial spirit	25	26,0	43	44,8	21	21,9	7	7,3	96	100,0	0



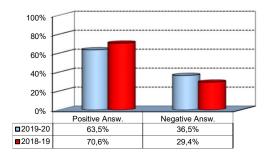
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Anwers	a.v.	%
A - Definitely YES	46	48,9%
B - More YES than NO	44	46,8%
C - More NO than YES	4	4,3%
D - Definitely NO	0	0,0%
Total	94	100%
NA	2	



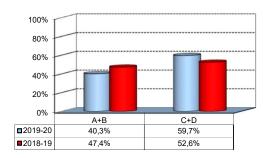
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Anwers	a.v.	%
A - Definitely YES	10	10,4%
B - More YES than NO	51	53,1%
C - More NO than YES	31	32,3%
D - Definitely NO	4	4,2%
Total	96	100%
NA	0	



5) During the MSc program, did you notice any unnecessary overlaps or repetitions of subjects and content with what you studied during your undergraduate program?

Anwers	a.v.	%
A-Very often	3	4,2%
B-Often	26	36,1%
C-Hardly ever	37	51,4%
D-Never	6	8,3%
Total	72	100%
NA	24	

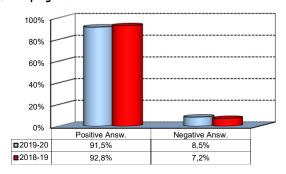


Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

Course	a.v.	%
MARKETING AND CRM IN THE ARTS	13	18,3%
(STRATEGY AND GOVERNANCE)	13	18,3%
BEHAVIOURAL SKILLS SEMINARS	5	7,0%
PROJECT AND TEAM MANAGEMENT	5	7,0%
CULTURAL MEDIATION	5	7,0%
Other	30	42,3%
TOTAL	71	100,0%

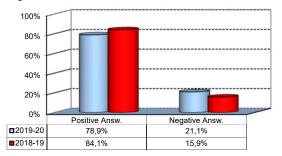
### 6) Do you think that the overall study load was compatible with the length of the program?

Anwers	a.v.	%
A - Definitely YES	29	30,9%
B - More YES than NO	57	60,6%
C - More NO than YES	7	7,4%
D - Definitely NO	1	1,1%
Total	94	100%
NA	2	



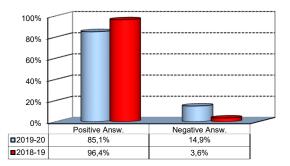
### 7) Was the coordination of the study program appropriately managed by the Program Director?

Anwers	a.v.	%
A - Definitely YES	21	22,1%
B - More YES than NO	54	56,8%
C - More NO than YES	16	16,8%
D - Definitely NO	4	4,2%
Total	95	100%
NA	1	



# 8) On the whole, were the classroom climate and relationships with your classmates positive and able to enrich your personal experience?

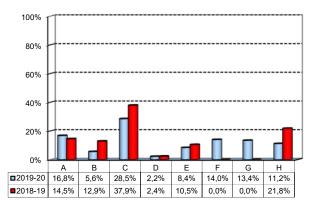
Anwers	a.v.	%
A - Definitely YES	48	51,1%
B - More YES than NO	32	34,0%
C - More NO than YES	14	14,9%
D - Definitely NO	0	0,0%
Total	94	100%
NA	2	



### Extracurricular Activities

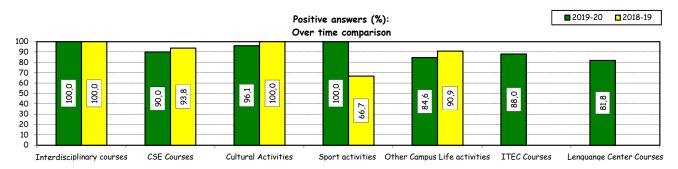
# 1) Which of the following extracurricular activities did you attend during your study program? (multiple answers admitted)

Anwers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	30	16,8%
B - Counseling and Self-Empowerment courses CSE)	10	5,6%
C - Cultural Activities (visit museums, concerts,		
theatre and cinema, various issues)	51	28,5%
D - Sport activities	4	2,2%
E - Other Campus Life activities	15	8,4%
F - Courses offered by ITEC	25	14,0%
G - Courses offered by Language Center	24	13,4%
H - None	20	11,2%
Total	179	100%
NA	0	



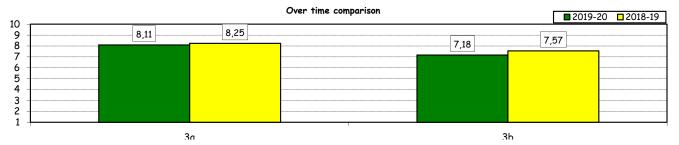
### 2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

	Definit	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total	
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
A - Interdisciplinary courses											
(Sapere a tutto campo)	13	43,3	17	56,7	0	0,0	0	0,0	30	100,0	0
B - Counseling and Self-											
Empowerment courses (CSE)	5	50,0	4	40,0	1	10,0	0	0,0	10	100,0	0
C - Cultural Activities	27	52,9	22	43,1	2	3,9	0	0,0	51	100,0	0
D - Sport activities	3	75,0	1	25,0	0	0,0	0	0,0	4	100,0	0
E - Other Campus Life activities	3	23,1	8	61,5	2	15,4	0	0,0	13	100,0	2
F - Courses offered by ITEC	13	52,0	9	36,0	3	12,0	0	0,0	25	100,0	0
G - Courses offered by Language	1										
Center	10	45,5	8	36,4	3	13,6	1	4,5	22	100,0	2



### How would you evaluate:

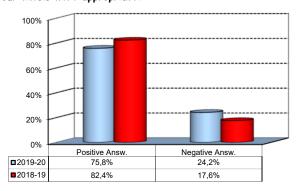
	Negative Positive										
Answers	1.	1-2		3-4-5		6-7-8		9-10		Total	
Item	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
<b>3a)</b> The range and interest of programmes offered	0	0,0	3	4,1	40	54,8	30	41,1	73	100,0	3
<b>3b)</b> The support you received from the Campus Life Office	3	4,2	8	11,1	45	62,5	16	22,2	72	100,0	4



### Degree Thesis

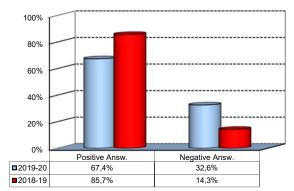
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Anwers	a.v.	%
A - Definitely YES	25	26,3%
B - More YES than NO	47	49,5%
C - More NO than YES	16	16,8%
D - Definitely NO	7	7,4%
Total	95	100%
NA NA	1	



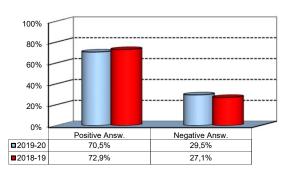
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Anwers	a.v.	%
A - Definitely YES	12	13,0%
B - More YES than NO	50	54,3%
C - More NO than YES	24	26,1%
D - Definitely NO	6	6,5%
Total	92	100%
NA	4	



3) Do you think that your thesis was a useful experience for completing your education and a way to verify your planning and writing skills?

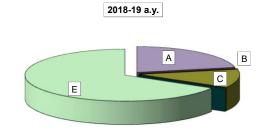
Anwers	a.v.	%
A - Definitely YES	24	25,3%
B - More YES than NO	43	45,3%
C - More NO than YES	18	18,9%
D - Definitely NO	10	10,5%
Total	95	100%
NA	1	



### Experience Of Studying Abroad

### 1) Please select the program you participated in:

Answers		%	%
	a.v.	2019-20	2018-19
A - Exchange	21	21,9	32,6
B - CEMS-MIM	0	0,0	0,0
C- Double Degree	11	11,5	12,8
D - Free-Mover	0	0,0	1,2
E- None	64	66,7	53,5
Total	96	100,0	100,0
NA	0		

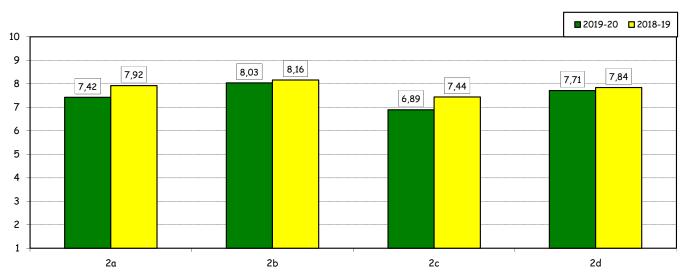


### How would you evaluate:

(only A, B, C or E answers to item no.1)

	Neg	ative					Pos	itive			
Answers	1	-2	3-	4-5	6-	6-7-8 9-10		Total		N.A.	
Item	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
2a) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.	1	3,2	6	19,4	14	45,2	10	32,3	31	100,0	1
<b>2b)</b> The range and interest of programs offered.	0	0,0	1	3,2	20	64,5	10	32,3	31	100,0	1
2c) The convenience of the study abroad desk's opening hours.	1	3,6	6	21,4	19	67,9	2	7,1	28	100,0	4
2d) The support you received from Bocconi International Relations.	1	3,2	2	6,5	16	51,6	12	38,7	31	100,0	1

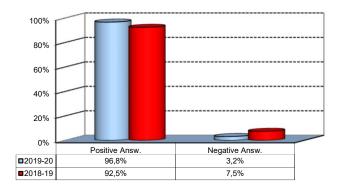
### Over time comparison



### Experience Of Studying Abroad

### 3) Would you positively evaluate this experience?

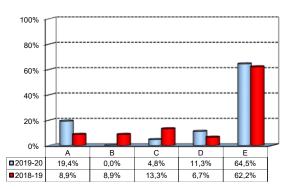
Answers	v.a.	%
A - Definitely YES	18	58,1%
B - More YES than NO	12	38,7%
C - More NO than YES	1	3,2%
D - Definitely NO	0	0,0%
Total	31	100%
NA	1	



(In case of answer "E" to item no.1)

### 4) Please indicate why you did not attend a period of study abroad (select all relevant reasons):

Answers	a.v.	%
A-Lack of interest in this kind of experience	12	19,4%
B-Absence of the requirements needed for		
participation in the program selected	0	0,0%
C-Rejection of your application	3	4,8%
D-Lack of time during the period of study	7	11,3%
E-Other (personal, family, organizational reasons,		
etc.)	40	64,5%
Total	62	100%
NA	2	



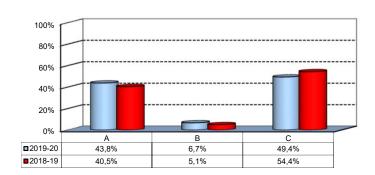
### Internship Activities

### 1)Which activity recognized in your curriculum did you complete during the MSc program?

Answers		%	%
	a.v.	2019-20	2018-19
A - Internship	89	95,7	95,2
B - Other job experience (with any			
contract different from Internship)	4	4,3	0,0
C - Field Project	0	0,0	4,8
D - None	0	0,0	0,0
Total	93	100,0	100,0
NA	3		

### 2) How did you find the internship?

Answers	a.v.	%
A - Through the University's Placement		
Services*	39	43,8%
B - Through the faculty members of		
the degree program	6	6,7%
C - Through autonomous way then		
recognized by the degree program	44	49,4%
Total	89	100,0%
NA	0	



### 3) Where did you complete the internship recognized by the Bachelor program?

Answers		%	%
	a.v.	2019-20	2018-19
In Italy	47	52,8%	68,8%
Abroad	42	47,2%	31,3%
Total	89	100%	100%
NA	0		



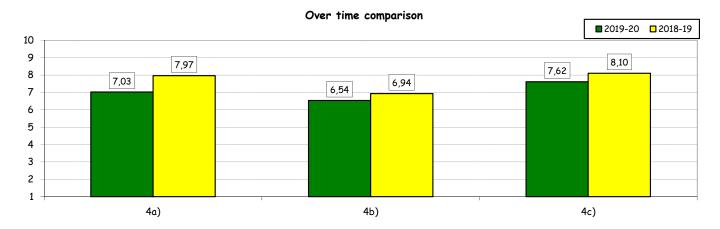
<sup>\*</sup>JobGate, Internship Programs, meetings and company presentations, Bocconi&Jobs, Placement Library services, websites in the Lavoro.net section

### Internship Activities

### How would you evaluate:

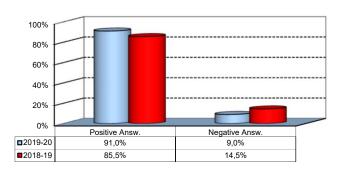
(in case of answer A to item n.2)

	Neg	ative					Pos				
Answers	1-	-2	3	4-5	6-	7-8	9-	10	То	tal	N.A.
Item	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
4a) The convenience of the											
internship front desk's opening	1	2,8	3	8,3	26	72,2	6	16,7	36	100,0	3
hours.											
<b>4b)</b> The number and variety of	3	7.7	11	28.2	16	41.0	9	23,1	39	100.0	0
opportunities offered.	3	,,,	11	20,2	10	10 41,0	41,0	23,1	39	100,0	"
4c) The support you received	1	2.4	4	10.3	18	46.2	16	41.0	39	100.0	0
from the Internship Office.	1	2,6	4	10,3	10	40,2	10 41,0		39	100,0	0



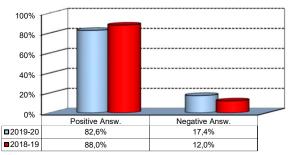
### 5) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	31	34,8%
B - More YES than NO	50	56,2%
C - More NO than YES	7	7,9%
D - Definitely NO	1	1,1%
Total	89	100%
NA .	7	



### 6) Do you think that the qualifications you acquired while attending the MSc program were appropriate to perform this activity?

Answers	a.v.	%
A - Definitely YES	29	31,5%
B - More YES than NO	47	51,1%
C - More NO than YES	14	15,2%
D - Definitely NO	2	2,2%
Total	92	100%
NA	4	



### General satisfaction and short-term plans

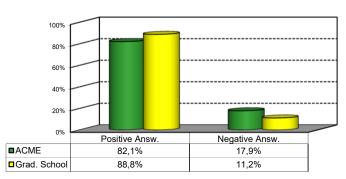
### 1) Are you satisfied overall with the study program you attended?

Answers	Ite	alian	Non	Italian	Total		
	a.v.	%	a.v.	%	a.v.	%	
A - Definitely YES	17	28,3%	11	31,4%	28	29,5%	
B - More YES than NO	32	53,3%	18	51,4%	50	52,6%	
C - More NO than YES	9	15,0%	6	17,1%	15	15,8%	
D - Definitely NO	2	3,3%	0	0,0%	2	2,1%	
Total	60	100%	35	100%	95	100%	
NA	0		1		1		

### Over time comparison

# 100% 80% 60% 40% 20% Positive Answ. Negative Answ. ■2019-20 82,1% 17,9% ■2018-19 84,7% 15,3%

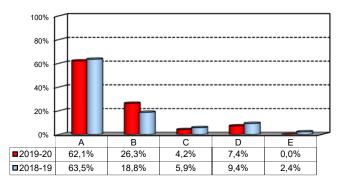
### Comparison with the overall School data



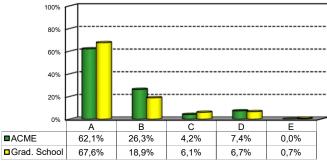
### 2a) If you could go back in time, would you enroll in the University again?

Ite	alian	Non	Italian	Total	
v.a.	%	v.a.	%	v.a.	%
41	68,3%	18	51,4%	59	62,1%
14	23,3%	11	31,4%	25	26,3%
1	1,7%	3	8,6%	4	4,2%
4	6,7%	3	8,6%	7	7,4%
0	0,0%	0	0,0%	0	0,0%
60	100%	35	100%	95	100%
0		1		1	
	v.a. 41 14 1 4 0	41 68,3% 14 23,3% 1 1,7% 4 6,7% 0 0,0% 60 100%	v.a.         %         v.a.           41         68,3%         18           14         23,3%         11           1         1,7%         3           4         6,7%         3           0         0,0%         0           60         100%         35	v.a.         %         v.a.         %           41         68,3%         18         51,4%           14         23,3%         11         31,4%           1         1,7%         3         8,6%           4         6,7%         3         8,6%           0         0,0%         0         0,0%           60         100%         35         100%	v.a.         %         v.a.         %         v.a.           41         68,3%         18         51,4%         59           14         23,3%         11         31,4%         25           1         1,7%         3         8,6%         4           4         6,7%         3         8,6%         7           0         0,0%         0         0,0%         0           60         100%         35         100%         95

### Over time comparison



### Comparison with the overall School data



### General satisfaction and short-term plans

(In case of answer "B" to item no.2a)

### 2b) Which program would you enroll at this University?

MSc	a.v.	%
ACME	2	11,1%
AFC	0	0,0%
FIN	0	0,0%
CLELI	0	0,0%
ESS	1	5,6%
EMIT	1	5,6%
GIO	0	0,0%
IM	4	22,2%
M	4	22,2%
MM	6	33,3%
Total	18	100%
NA	7	

### 2c) Why would you make a different choice?

(In case of aswer "B", "C", "D" or "E" to item no.2a)

		%	%
Answers	a.v.	2019-20	2018-19
A - My interest has changed over time / I discovered that I have different			
attitudes	4	12,9%	26,7%
B -The Bachelor program did not satisfy my expectations	17	54,8%	53,3%
C - I would have preferred to attend a Bachelor program with a more			
generalist approach	2	6,5%	0,0%
D -I would have preferred to attend a Bachelor program with a more specialist			
approach	4	12,9%	13,3%
E - I would have preferred to attend the same Bachelor program but taught in			
English	0	0,0%	0,0%
F - I have not been admitted to the program selected as first-choice	0	0,0%	0,0%
G - The campus and its facilities and services were not up to my expectations	0	0,0%	0,0%
H - Other reasons	4	12,9%	6,7%
Total	31	100%	100%
NA	5		

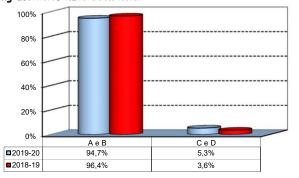
### H- Other reasons:

avrei fatto application in universita all'estero per migliorare l'inglese
Avrei preferito frequentare un corso in un'universita estera, dato il mio interesse a lavorare al di fuori dell'Italia
farei lo stesso corso ma all'estero

### Infrastructure: Classrooms, Library And Facilities

### 1) What is your opinion about the classrooms where lessons and other teaching activities have been held?\*

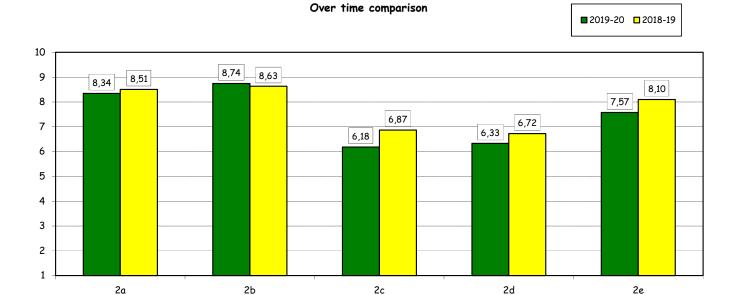
Answers	a.v.	%
A - Always or nearly always adequate	57	60,6%
B - Often adequate	32	34,0%
C - Rarely adequate	3	3,2%
D - Never adequate	2	2,1%
E - I did not use them	0	0,0%
Total	94	100%
NA	2	



### 2) How would you evaluate:

(In case of aswer "A", "B", "C" or "D" to item no.1)

	Neg	gative					Pos	itive				
Answers		1-2		3-4-5		6-7-8		-10	Total		NA	N.R.
Item	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%		
a) The adequacy of the audio and multimedia systems (e.g. instructor's computer, projectors, video players) installed in the classrooms.	0	0,0	3	3,2	45	48,4	45	48,4	93	100,0		1
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).	0	0,0	1	1,1	34	36,6	58	62,4	93	100,0		1
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.	13	14,0	15	16,1	48	51,6	17	18,3	93	100,0	0	1
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.	8	8,8	22	24,2	44	48,4	17	18,7	91	100,0	0	3
e) The clarity and adequacy of the signage system on campus.	1	1,1	13	14,3	47	51,6	30	33,0	91	100,0		3

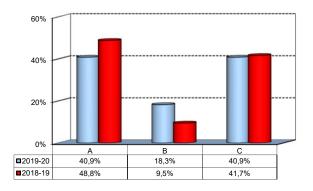


(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

### Infrastructure: Classrooms, Library And Facilities

### 3) What is your overall opinion on the PC Labs and IT facilities provided by the University?

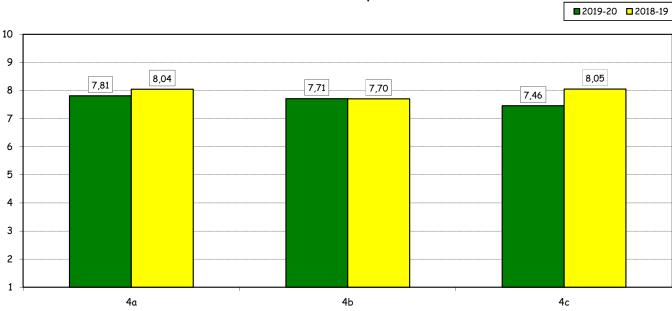
Answers	a.v.	%
A- Adequate in number	38	40,9%
B- Inadequate in number	17	18,3%
C- Never used	38	40,9%
Total	93	100%
NA	3	



### 4) How do you evaluate:

	Neg	ative					Pos				
Answers	1-2		3-4-5		6-7-8		9-10		Total		N.R.
Item	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
a) The availability of technical staff supporting students (Tutors) in PC Labs.*	0	0,0	5	9,6	29	55,8	18	34,6	52	100,0	3
b)The convenience of the PC Labs' opening hours.*	0	0,0	5	9,8	32	62,7	14	27,5	51	100,0	4
c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection).	2	2,2	12	13,3	51	56,7	25	27,8	90	100,0	3

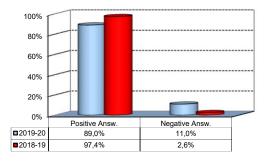
### Over time comparison



### Infrastructure: Classrooms, Library And Facilities

### 5) What is your overall opinion on the Library's services, such as support for individual study?\*

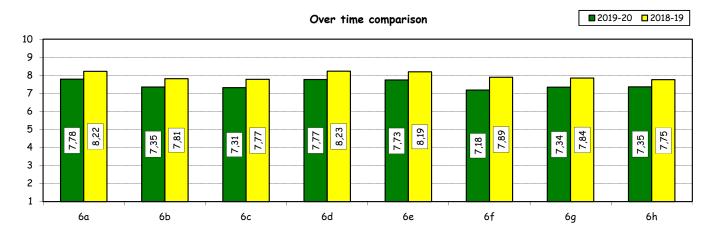
Answers	a.v.	%
A - Very Positive	21	22,3%
B - Quite positive	52	55,3%
C - Quite negative	6	6,4%
D - Very Negative	3	3,2%
E - Never used	12	12,8%
Total	94	100%
NA	2	



### 6) How would you evaluate:

(In case of aswer "A", "B", "C" or "D" to item no. 5)

	Neg	ative					Pos				
Answers	1-2		3-4-5		6-7-8		9-10		Total		N.A.
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
a) The convenience of the Library's opening hours and access to its main services.	3	3,7	3	3,7	46	56,8	29	35,8	81	100,0	1
b) The range of collections available in the Library and the frequency they are updated (books, magazines, electronic resources, databases).	2	2,5	10	12,5	43	53,8	25	31,3	80	100,0	2
c)The speed of fulfillment of requests for documents provided by other Libraries.	2	2,5	10	12,3	48	59,3	21	25,9	81	100,0	1
d) The number of documents that may be borrowed and the duration of the loan period.	0	0,0	9	14,1	32	50,0	23	35,9	64	100,0	18
e) The assistance provided by the Library staff in bibliographic searches for specific topics and in the use of Library's print and electronic collections.	0	0,0	7	8,9	40	50,6	32	40,5	79	100,0	3
f) The efficiency and ease of use of the search tools provided (on and off campus).	0	0,0	15	19,0	45	57,0	19	24,1	79	100,0	3
g) The number of books and journals available on open shelves in the reading rooms.	1	1,3	9	11,7	47	61,0	20	26,0	77	100,0	5
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.).	1	1,5	8	12,3	40	61,5	16	24,6	65	100,0	17



(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.