School of Arts, Humanities, and Cultural Heritage

Laurea (First cycle degree/Bachelor - 180 ECTS) in Communication Sciences
A.Y. 2014/2015

Programme Director Prof. COSENZA GIOVANNA
INDICE

What is the Study Programme Report? ................................................................. 1

A. Presentation and prospects ........................................................................... 2
   A.1. Presentation ............................................................................................... 2
   A.2. Learning outcomes ................................................................................... 2
   A.3. Career opportunities ............................................................................... 2
   A.4. Opinion of social partners and potential employers .............................. 2
   A.5. Further studies ......................................................................................... 2

B. Teaching and Learning .................................................................................. 3
   B.1. Course Structure Diagram ...................................................................... 3
   B.2. Calendar and lecture timetable ............................................................... 3

C. Resources and services .................................................................................. 4
   C.1. Teachers .................................................................................................... 4
   C.2. Student services: offices ......................................................................... 4
       C.2.1. Future students ................................................................................. 4
       C.2.2. Enrolled students ............................................................................. 4
       C.2.3. International students ..................................................................... 4
       C.2.4. Graduates ......................................................................................... 4

D. The Study Programme in figures ................................................................. 5
   D.1. Students starting their university careers ............................................... 5
       D.1.1. Enrolments and registrations ............................................................... 5
       D.1.2. Additional data on students’ starting their university careers ......... 6
           D.1.2.1. Candidates registered for the entrance exam .......................... 6
           D.1.2.2. Incoming students ................................................................... 6
           D.1.2.3. Additional Learning Requirements ......................................... 7
       D.2. Regularity of studies ......................................................................... 8
           D.2.1. Students leaving the Programme between years 1 and 2 .......... 8
           D.2.2. Regular graduates ...................................................................... 9
           D.2.3. Additional data on regularity of studies ..................................... 10
               D.2.3.1. Credits obtained by students in the 1st year ......................... 10
               D.2.3.2. Exams passed and average grade ....................................... 11
           D.2.4. Additional data on internationalization ..................................... 12
               D.2.4.1. Exams passed by the incoming exchange students ............ 12
               D.2.4.2. Outgoing exchange students ............................................. 13
               D.2.4.3. Credits obtained abroad by graduates ............................... 14
       D.3. Opinions of graduates and attending students ..................................... 15
           D.3.1. Opinion of graduates .................................................................... 15
           D.3.2. Additional data on opinions of students ..................................... 17
               D.3.2.1. Opinion of attending students ............................................ 17
       D.4. Entry into the world of work .............................................................. 19
           D.4.1. Employment situation ................................................................. 19
           D.4.2. Credits obtained by graduates through curriculum internship activity 21
       D.5. Information on pre-reform programmes (DM 509/99) ....................... 21
           D.5.1. Students starting their university careers .................................... 21
               D.5.1.1. Enrolments and registrations ............................................... 21
               D.5.1.2. Additional data on students’ starting their university careers 21
                   D.5.1.2.1. Candidates registered for the entrance exam .................. 21
                   D.5.1.2.2. Incoming students ......................................................... 21
               D.5.2. Regularity of studies .................................................................. 22
                   D.5.2.1. Students leaving the Programme between years 1 and 2 .... 22
## Contents

- D.5.2.2. Regular graduates ................................................................. 22
- D.5.2.3. Additional data on regularity of studies .................................. 22
- D.5.2.3.1. Credits obtained by students in the 1st year .......................... 22
- D.5.2.3.2. Exams passed and average grade ....................................... 22
- D.5.2.4. Additional data on internationalization .................................. 22
- D.5.2.4.1. Exams passed by the incoming exchange students ............... 22
- D.5.2.4.2. Outgoing exchange students ............................................ 22
- D.5.2.4.3. Credits obtained abroad by graduates ................................ 22
- D.5.3. Opinions of attending students and graduates ............................ 22
- D.5.3.1. Opinion of graduates ............................................................ 22
- D.5.3.2. Additional data on opinions of students ................................. 22
- D.5.3.2.1. Opinion of attending students .......................................... 22
- D.5.4. Entry into the world of work .................................................... 23
- D.5.4.1. Employment situation ......................................................... 23
- D.5.4.2. Credits obtained by graduates through curriculum internship activity ................................................................. 24

### E. Find out more: the quality of your Study Programme .......................... 25

### F. Glossary terms ............................................................................. 28
WHAT IS THE STUDY PROGRAMME REPORT?

What is the Study Programme Report?
The Study Programme Report provides updated information which is important for the purposes of Quality Assurance and is published annually by the University of Bologna.
The main aspects of the teaching programme are described in detail, with a view to assuring the principle of transparency and promoting self-assessment and continuous improvement processes.
The document provides a concrete overview of the features and results of the Study Programme for students, families, employers and so on.
For example, regarding the current issue of employment, it describes the learning outcomes and career opportunities; it also includes statistics on the percentage of employed graduates (D.4. Employment situation).
The document is organised into five sections and a glossary:

A. Presentation and prospects
Key information on the Study Programme, including the expected learning outcomes, career opportunities and further studies.

B. Teaching and Learning
The updated course structure diagram with the full titles and listings of the course units and the latest published lecture timetable.

C. Resources and services
The list of teaching staff and their relative curricula, the offices (secretariats), services (work placements) and infrastructures (libraries, laboratories) available to students.

D. The Study Programme in Figures
Key data shows how many students are enrolled, how many have been assigned additional learning requirements, how many drop out after the first year, how many graduate in line with the programme schedule, the opinions of attending and graduating students on the teaching programmes and information concerning graduate employment.

E. Find out more: the quality of your Study Programme
How the quality system applied to your Study Programme works. The quality system of your Study Programme is a set of processes and responsibilities adopted to guarantee the quality of all Study Programmes at the University of Bologna.

NOTES:
• Reports are available for all Study Programmes for which it is possible to enrol in the first year in academic year 2014/2015: the information and data provided is as updated as possible.
• Sections A, B and C provide data for the academic year 2014/2015.
• The section D presents data regarding the Study Programmes in the last three academic years. The Study Programmes running at the University of Bologna have been reformed in compliance with DM 270/04; most of them from the academic year 2008/2009. In case the data of the Study Programme are not available for three academic years reformed ex DM 270/04, for the less recent years, for some information as for example, the number and the opinion of the graduates, the employment situation, paragraph D.5. refers to the data of the Study Programmes as they were presented prior to the reform.
• The information and data were taken from the University databases and the reports published by AlmaLaurea, and are updated to 8 May 2014.
A. PRESENTATION AND PROSPECTS

This section presents the key information concerning the Study Programme, including the expected learning outcomes, career opportunities and further studies, updated to the academic year 2014/2015.

A.1. PRESENTATION

This paragraph provides information on the specific learning outcomes of the Study Programme and the curriculum.

This information is not available in English at this time.

A.2. LEARNING OUTCOMES

This paragraph provides information on the knowledge and skills students will have acquired by the end of the Study Programme.

The Degree Programme provides basic general, theoretical and applied learning in the main formats, means and types of contemporary communication. Students learn to critically analyse media and contemporary new media, using different languages and sign systems in interpersonal, micro and macro social areas.

The curriculum includes course units divided into three main areas:

1. General theory, offering a selection of fundamental concepts and theories of semiotics, language sciences, sociology and psychology, allowing students to analytically and critically investigate the world of contemporary communication;
2. Methodology, offering semiotic, sociological and basic analytical tools for interpreting visual communication and contemporary political communication, basic psychological methodologies for understanding and interpreting various contexts of social interaction (including conflicts and business interviews), basic computer skills to design and process digital texts and web contents;
3. Practical studies, offering basic competences in the main European languages, particularly English, working with communication professionals to effectively and efficiently design texts for advertising, traditional media (press, radio, television) and new media (websites, social media, virtual communities), and to work in professional and business sectors in an aware manner.

Particularly in year 3, ample room is dedicated to the analysis of case studies and concrete communication phenomena taken from professional and working situations. Students are offered direct contact with the professional and business world in the many laboratories organised (Laboratory 1 and Laboratory 2, each of which includes at least three different workshops, varying from year to year, according to professional and market needs).

During the three-year programme, to support the various course units seminars and conferences are run by entrepreneurs, managers and professionals from the national and international communication sector.

Finally, students have the possibility to perform curricular internships in businesses, organisations, public administrations, offering them direct contact and experience with the professional environment with a view to future professional activity. Great importance is paid by all teaching staff of the degree programme, particularly those on the Internship Board, to the educational relevance of the internship performed by students in businesses and public institutions.

A.3. CAREER OPPORTUNITIES

This paragraph provides information on the occupational profile, functions and fields of employment available to graduates of this Programme.

This content is not currently available.

A.4. OPINION OF SOCIAL PARTNERS AND POTENTIAL EMPLOYERS

This paragraph describes the outcome of the consultation with the representative employment and trade organisations.

This information is not available in English at this time.

A.5. FURTHER STUDIES

It gives access to second cycle studies (laurea specialistica/magistrale) and master universitario di primo livello.
B. TEACHING AND LEARNING

This section describes the updated course structure diagram (for academic year 2014/2015), with the full titles and listings of the course units and the latest published lecture timetable.

B.1. COURSE STRUCTURE DIAGRAM

The link takes you to the Study Programme course structure diagrams. You can also access to each course unit content.

- Study plan: all course units in the programme

B.2. CALENDAR AND LECTURE TIMETABLE

The links take you to the teaching calendar (examination session and final examination session) and the course timetable.

- Course timetable (in Italian)
- Examination sessions (in Italian)
- Final examination sessions (in Italian)
C. RESOURCES AND SERVICES

This section provides a list of teaching staff and their relative curricula and description of the services available to students for the academic year 2014/2015.

C.1. TEACHERS

The paragraph lists the lecturers who teach in the Study Programme: from here you can access the personal web pages of each one (in Italian). Information updated to 12 June 2014.

Permanent teaching staff:
Angelini, Annarita
Bazzocchi, Marco Antonio
Bianchini, Francesco
Bisoni, Claudio
Bonazzi, Alessandra
Borghi, Anna Maria
Capocchi, Saveria
Chines, Loredana
Cosenza, Giovanna
De Marinis, Marco
Demaria, Cristina
Donati, Daniele
Farinelli, Franco
Foresti, Fabio
Galatolo, Renata
Grandi, Nicola
Grandi, Roberto
Innocenti, Veronica
Lalli, Pina
Leonardi, Paolo
Lorenzetti, Roberta
Lorusso, Anna Maria
Marmo, Costantino
Mascio, Antonella
Natali, Cristiano
Nicoletti, Roberto
Paolucci, Claudio
Pescatore, Guglielmo
Pescce, Sara
Santoro, Marco
Spazianti, Lucio
Tamburini, Fabio
Taylor, Peter Grenville
Tomasi, Francesca

Contract teaching staff:
Bortolini, Matteo
Caporale, Marina
Colonelli, Clara
Cossu, Andrea
Luzzi, Damiana
Mazzanti, Giovanni Maria
Sarti, Mauro

C.2. STUDENT SERVICES: OFFICES

Services and offices committed to provide the information service and guidance to prospective students, current students and graduates. Services for exchange students and information on internships are included.

C.2.1. FUTURE STUDENTS

The link take you to the webpage which provides specific information about the offices and the services for the prospective students.

• Prospective students (in Italian)

C.2.2. ENROLLED STUDENTS

The link take you to the webpage with the information on the offices and the services for the current students.

• Current students (in Italian)

C.2.3. INTERNATIONAL STUDENTS

The link take you to the webpage with the information on the offices and the services for the exchange students.

• Exchange students (in Italian)

C.2.4. GRADUATES

The link take you to the webpage with the information on the offices and the services for the graduates.

• Graduates (in Italian)
D. THE STUDY PROGRAMME IN FIGURES

Information on students’ starting their university careers, how many students are in line with the regular programme, opinions of students and graduates on the teaching programmes and information concerning graduate employment.

This section provides the data of the last academic years for the Study Programme (SP) and a comparison with similar Study Programmes. The University of Bologna has divided its Study Programmes into four groups:

- **BIOMEDICAL group**: Study Programmes of the Schools of Pharmacy, Biotechnology and Sport Science; Medicine; Agriculture and Veterinary Medicine
- **SCIENTIFIC-TECHNOLOGICAL group**: Study Programmes of the Schools of Engineering and Architecture; Sciences
- **SOCIAL SCIENCES group**: Study Programmes of the Schools of Economics, Management, and Statistics; Law, Political Sciences
- **HUMANITIES group**: Study Programmes of the Schools of Arts, Humanities, and Cultural Heritage; Foreign Languages and Literatures, Interpreting and Translation; Psychology and Education

The section presents the results of the Study Programme for the last three academic years.

Main data shows how many students enrolled, the number of students assigned OFA, how many drop out after the first year, how many graduate in line with the programme schedule, the opinions of attending and graduating students on the teaching programmes and information concerning graduate employment.

The information and data presented in this section, updated to 8 May 2014, were taken from University databases and AlmaLaurea.

Study Programmes may be subject to degree programme system modifications from one academic year to the next, and the data provided in this section may refer to a programme with a slightly different system to the one currently running (such as programme title, course structure diagram and list of lecturers). However, indicatively the data presents the general trend of the Study Programme over the past three years.

The Study Programmes running at the University of Bologna have been reformed in compliance with DM 270/04; most of them from the academic year 2008/2009. In case the Study Programme data is not available for three academic years reformed ex DM 270/04, for the less recent years, for some information as for example, the number and the opinion of the graduates, and the employment situation, paragraph D.5. refers to the Study Programmes as they were presented prior to the reform.

D.1. STUDENTS STARTING THEIR UNIVERSITY CAREERS

Characteristics of incoming students at the beginning of their university careers. The tables and the graphs provide information on the number of registered students, focusing on the characteristics of the students, results of any entrance tests and the students assigned any additional learning requirements (OFA).

D.1.1. ENROLMENTS AND REGISTRATIONS

The graph shows the number of students enrolled in the 1st year compared with the average of similar Study Programmes (which belong to the same group).

In addition, the table shows the total number of registered students and the total number of enrolled students.

The data of the Study Programme is compared with the average of the Study Programmes of average of similar Study Programmes (which belong to the same group) for the indicated academic years.

First year enrolments

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)


### D.1.2. ADDITIONAL DATA ON STUDENTS’ STARTING THEIR UNIVERSITY CAREERS

#### D.1.2.1. CANDIDATES REGISTERED FOR THE ENTRANCE EXAM

In academic year 2013/2014 access to this Study Programme was not restricted.

#### D.1.2.2. INCOMING STUDENTS

Geographic origin, type of high school certificate, age and gender of students.

Data shows a homogenous group of students (cohort) which started together their academic career. Students which have passed to another Study Programme, transferred from an other university, or registered to a 2nd degree are not included.

The tables show the number, geographic origin, citizenship, gender, age, and type and grade of high school certificate of students enrolling in the degree programme.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated academic years.

### Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered students</td>
<td>261</td>
<td>324</td>
<td>375</td>
</tr>
<tr>
<td>N. first year enrolments</td>
<td>325</td>
<td>404</td>
<td>448</td>
</tr>
<tr>
<td>Total N. enrolled students</td>
<td>1122</td>
<td>1230</td>
<td>1266</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>262,9</td>
<td>246,7</td>
<td>303,1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geographic origin</th>
<th>Registered students</th>
<th>Gender</th>
<th>Average age of registered students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students coming from the province of the Study Programme site</td>
<td>34,1%</td>
<td>M 31,8% F 68,2%</td>
<td>19 or less 57,9% 20 - 24 36,4% 25 or more 5,7%</td>
</tr>
<tr>
<td>Students coming from other provinces where Unibo has a site</td>
<td>14,6%</td>
<td>M 29,5% F 70,5%</td>
<td>19 or less 61,4% 20 - 24 33,2% 25 or more 5,3%</td>
</tr>
<tr>
<td>Students coming from other provinces of Emilia Romagna region</td>
<td>9,6%</td>
<td>M 29,0% F 71,0%</td>
<td>19 or less 61,4% 20 - 24 32,9% 25 or more 5,7%</td>
</tr>
<tr>
<td>Students coming from other Italian regions (Republic of San Marino included)</td>
<td>39,8%</td>
<td>M 30,2% F 69,8%</td>
<td>19 or less 47,5% 20 - 24 46,0% 25 or more 6,5%</td>
</tr>
<tr>
<td>Students coming from abroad</td>
<td>1,9%</td>
<td>M 7,7% F 92,3%</td>
<td>19 or less 34,9% 20 - 24 65,1% 25 or more 5,6%</td>
</tr>
<tr>
<td>Students with foreign citizenship (different of Italian and Republic of San Marino)</td>
<td>5,4%</td>
<td>M 34,9% F 65,1%</td>
<td>19 or less 55,5% 20 - 24 37,9% 25 or more 6,7%</td>
</tr>
</tbody>
</table>
D.1.2.3. ADDITIONAL LEARNING REQUIREMENTS

Students on the programme assigned additional learning requirements (OFA).
The OFA are learning requirements assigned to enrolled students who have not demonstrated the full possession of the entrance requirements. The assessment methods of students' initial preparation and the fulfilment of the OFA are described in the Study Programme Regulations, and may change each year. Students not completing the additional learning requirements are obliged to re-enrol in year 1 as repeating students.

The table shows the number of registered students, the number of students assigned OFA, the number who fulfilled them, the percentage of students assigned the OFA compared to the number of enrolled students and the percentage fulfilling the OFA compared to those assigned them.

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)
D.2. REGULARITY OF STUDIES

Insight into the regularity with which the students pass their exams. The tables and the graphs provide information on the number of students who leave the programme after the first year and the number of regular graduates, focusing on the number of credits obtained at the end of the first year, on the passed exams, average grade achieved for each course unit and exchange students' data.

D.2.1. STUDENTS LEAVING THE PROGRAMME BETWEEN YEARS 1 AND 2

The graph shows the percentage of students who leave the programme after the first year compared to the average of similar Study Programmes (belonging to the same group).

The table shows the registered students, the percentage of students leaving the Study Programme who pass to a different Study Programme in the same university, transfer to another university or withdraw from studies, as well as the enrolled repeating students and those enrolled in the second year.

The Study Programme data is compared with the average of similar Study Programmes of (which belong to the same group), for students registered in the indicated academic years.

Percentage of withdrawals between years 1 and 2

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>Registered students</th>
<th>% withdrawals</th>
<th>% passages and transfers</th>
<th>% repeating students</th>
<th>Students enrolled in the second year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students 2010/2011</td>
<td>Study Programme</td>
<td>340</td>
<td>17,9%</td>
<td>5,3%</td>
<td>0,6%</td>
</tr>
<tr>
<td></td>
<td>Average of similar</td>
<td>230,7</td>
<td>17,9%</td>
<td>5,9%</td>
<td>1,5%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students 2011/2012</td>
<td>Study Programme</td>
<td>261</td>
<td>14,2%</td>
<td>7,7%</td>
<td>0,0%</td>
</tr>
<tr>
<td></td>
<td>Average of similar</td>
<td>262,9</td>
<td>17,0%</td>
<td>6,5%</td>
<td>0,5%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students 2012/2013</td>
<td>Study Programme</td>
<td>324</td>
<td>15,7%</td>
<td>3,7%</td>
<td>0,9%</td>
</tr>
<tr>
<td></td>
<td>Average of similar</td>
<td>246,7</td>
<td>14,3%</td>
<td>6,0%</td>
<td>1,0%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
D.2.2. REGULAR GRADUATES

The graph and the table show the situation concerning registered students for the indicated academic year, at the end of the regular duration of the Study Programme, highlighting the percentage of regular graduates, the number of students still enrolled (not aligned to the exam schedule and repeating students), students who have left the programme (including passages, transfers and withdrawals).

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for students registered in the indicated academic years.

Situation of students 2010/2011 at the end of regular duration of the study programme

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

![Graph and Table]

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>Registered students</th>
<th>Regular graduates</th>
<th>Passages transfers and withdrawals</th>
<th>Students still enrolled and not yet graduated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students 2008/2009</td>
<td>Study Programme</td>
<td>365</td>
<td>128</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>35,1%</td>
<td>%</td>
<td>34,8%</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>187,6</td>
<td>66,6</td>
<td>35,5%</td>
<td>62,4</td>
</tr>
<tr>
<td>Students 2009/2010</td>
<td>Study Programme</td>
<td>302</td>
<td>108</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>35,5%</td>
<td>%</td>
<td>33,1%</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>199,9</td>
<td>71,6</td>
<td>35,8%</td>
<td>68,9</td>
</tr>
<tr>
<td>Students 2010/2011</td>
<td>Study Programme</td>
<td>340</td>
<td>144</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>42,4%</td>
<td>%</td>
<td>34,1%</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>230,7</td>
<td>91,5</td>
<td>39,7%</td>
<td>78,2</td>
</tr>
</tbody>
</table>
D.2.3. ADDITIONAL DATA ON REGULARITY OF STUDIES

D.2.3.1. CREDITS OBTAINED BY STUDENTS IN THE 1ST YEAR

This offers an insight into how regularly students pass their exams.

The graph shows the distribution of the students according to the number of credits obtained at the end of the first year. In addition, the table shows the number of students registered at the second year and average credits obtained during the first year. The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated academic years.

Distribution of the students in 2012/2013 according to the number of credits obtained at the end of the first year*

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th>Students 2010/2011</th>
<th>Study Programme</th>
<th>Students enrolled in the 2nd year</th>
<th>0 credits acquired</th>
<th>from 1 to 20 credits acquired</th>
<th>from 21 to 40 credits acquired</th>
<th>41 or more credits acquired</th>
<th>Average credits per student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Programme</td>
<td>259</td>
<td>2,3%</td>
<td>11,6%</td>
<td>32,0%</td>
<td>54,1%</td>
<td>39,2</td>
<td></td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>172,5</td>
<td>3,7%</td>
<td>9,7%</td>
<td>30,8%</td>
<td>55,8%</td>
<td>40,9</td>
<td></td>
</tr>
<tr>
<td>Students 2011/2012</td>
<td>Study Programme</td>
<td>204</td>
<td>0,5%</td>
<td>13,7%</td>
<td>27,0%</td>
<td>58,8%</td>
<td>41,4</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>199,7</td>
<td>2,8%</td>
<td>8,6%</td>
<td>28,6%</td>
<td>60,0%</td>
<td>42,3</td>
<td></td>
</tr>
<tr>
<td>Students 2012/2013</td>
<td>Study Programme</td>
<td>258</td>
<td>0,8%</td>
<td>10,5%</td>
<td>31,8%</td>
<td>57,0%</td>
<td>40,4</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>194,2</td>
<td>2,1%</td>
<td>7,4%</td>
<td>27,7%</td>
<td>62,7%</td>
<td>43,3</td>
<td></td>
</tr>
</tbody>
</table>

*Note: by convention, credits are considered to be obtained by students by 31st October of the year following the year of enrolment.
The table shows the number of exams passed and average grade achieved for each course unit in the calendar year 2013. Marks for the exams passed are expressed out of thirty.

The data refers to the course unit code and therefore includes the various branches of the programme divided into channels or sub-groups, divided by letter.

It considers all subjects for which a grade is assigned, and therefore excludes all those to which a pass/fail score is allocated.

**Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)**

<table>
<thead>
<tr>
<th>Course Unit Code</th>
<th>N. of exams passed</th>
<th>Average grade *</th>
</tr>
</thead>
<tbody>
<tr>
<td>00045 ANTRPOLOGIA CULTURALE</td>
<td>61</td>
<td>26</td>
</tr>
<tr>
<td>00256 ECONOMIA POLITICA</td>
<td>209</td>
<td>23,5</td>
</tr>
<tr>
<td>00455 GEOGRAFIA</td>
<td>244</td>
<td>24,9</td>
</tr>
<tr>
<td>00562 LETTERATURA ITALIANA</td>
<td>9</td>
<td>26</td>
</tr>
<tr>
<td>00660 LINGUISTICA GENERALE</td>
<td>8</td>
<td>19,9</td>
</tr>
<tr>
<td>00932 STORIA CONTEMPORANEA</td>
<td>14</td>
<td>28,4</td>
</tr>
<tr>
<td>00947 STORIA DEL TEATRO E DELLO SPETTACOLO</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>00961 STORIA DELLA FILOSOFIA</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>01327 SEMIOTICA I</td>
<td>319</td>
<td>24</td>
</tr>
<tr>
<td>01328 SEMIOTICA II</td>
<td>291</td>
<td>24</td>
</tr>
<tr>
<td>02607 LOGICA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>02609 LETTERATURA ITALIANA CONTEMPORANEA</td>
<td>12</td>
<td>27,3</td>
</tr>
<tr>
<td>07297 SOCIOLOGIA DELLA COMUNICAZIONE</td>
<td>337</td>
<td>24,2</td>
</tr>
<tr>
<td>10283 FILOSOFIA DEL LINGUAGGIO (1)</td>
<td>9</td>
<td>25,9</td>
</tr>
<tr>
<td>10682 COMUNICAZIONE GIORNALISTICA</td>
<td>108</td>
<td>26,7</td>
</tr>
<tr>
<td>10692 COMUNICAZIONI DI MASSA (1)</td>
<td>552</td>
<td>26,2</td>
</tr>
<tr>
<td>11213 SEMIOTICA DELL’ARTE</td>
<td>24</td>
<td>28,1</td>
</tr>
<tr>
<td>12121 STORIA DELLA RADIO E DELLA TELEVISIONE</td>
<td>94</td>
<td>22,8</td>
</tr>
<tr>
<td>12606 PSICOLOGIA DELLA COMUNICAZIONE</td>
<td>254</td>
<td>24,4</td>
</tr>
<tr>
<td>12607 STORIA DEL GIORNALISMO (1)</td>
<td>31</td>
<td>24,7</td>
</tr>
<tr>
<td>12647 SOCIOLINGUISTICA (1)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>12648 SOCIOLOGIA (1)</td>
<td>231</td>
<td>22,2</td>
</tr>
<tr>
<td>12693 STORIA CONTEMPORANEA (1)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>13271 LINGUA INGLESE (1)</td>
<td>291</td>
<td>20,7</td>
</tr>
<tr>
<td>13334 LETTERATURA ITALIANA (1)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>13703 ISTITUZIONI DI STORIA DEL CINEMA</td>
<td>48</td>
<td>24,1</td>
</tr>
<tr>
<td>13717 GEOGRAFIA DELLA COMUNICAZIONE</td>
<td>30</td>
<td>24,4</td>
</tr>
<tr>
<td>14028 GEOGRAFIA CULTURALE (1)</td>
<td>36</td>
<td>27,2</td>
</tr>
<tr>
<td>14138 SEMIOTICA DEI MEDIA (1)</td>
<td>10</td>
<td>28,5</td>
</tr>
<tr>
<td>19203 PSICOLOGIA COGNITIVA (1)</td>
<td>379</td>
<td>25</td>
</tr>
<tr>
<td>27311 INFORMATICA UMANISTICA (1)</td>
<td>12</td>
<td>27,3</td>
</tr>
<tr>
<td>27318 PRINCIPI E TECNICHE PER LA RICERCA SOCIALE (1)</td>
<td>273</td>
<td>20,8</td>
</tr>
<tr>
<td>27322 ANALISI DELLA COMUNICAZIONE VISIVA (1)</td>
<td>61</td>
<td>28,1</td>
</tr>
<tr>
<td>27339 SEMIOTICA DEI TESTI GIORNALISTICI (1)</td>
<td>25</td>
<td>26,2</td>
</tr>
<tr>
<td>27341 SEMIOTICA DELLA PUBBLICITÀ (1)</td>
<td>103</td>
<td>28,4</td>
</tr>
</tbody>
</table>
D.2.4. ADDITIONAL DATA ON INTERNATIONALIZATION

D.2.4.1. EXAMS PASSED BY THE INCOMING EXCHANGE STUDENTS

The table shows the number of incoming exchange students who attended course units provided by the Study Programme and passed the exam. The table shows the number of exams passed and the number of credits obtained by these students during the academic year spent at the University of Bologna, highlighting the average of the credits obtained per student.

The data is provided by the AlmaRM application: system implemented by the University of Bologna in order to manage online student mobility programs.

It should be noted that incoming exchange students means exchange students from universities with which mobility agreements have been stipulated. For each Study Programme are considered exchange students registered at the University in a certain academic year and who have indicated in their study plan at least one course unit offered by the Study Programme, and passed the exam.

### Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>N. of exams passed</th>
<th>Average grade *</th>
</tr>
</thead>
<tbody>
<tr>
<td>30719 ISTITUZIONI DI DIRITTO PUBBLICO (DIRITTO DELL’INFORMAZIONE E DELLA COMUNICAZIONE)</td>
<td>259</td>
<td>23.9</td>
</tr>
<tr>
<td>39409 SEMIOTICA DEI LINGUAGGI MUSICALI E AUDIOVISIVI (1)</td>
<td>23</td>
<td>26.3</td>
</tr>
<tr>
<td>39410 COMUNICAZIONE POLITICA (1)</td>
<td>83</td>
<td>28.1</td>
</tr>
<tr>
<td>39430 SOCIETÀ E POLITICA (1)</td>
<td>32</td>
<td>21.5</td>
</tr>
<tr>
<td>46484 ETNOGRAFIA DEI MEDIA (1)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>46487 PSICOLOGIA DELLA COMUNICAZIONE INTERCULTURALE (1)</td>
<td>68</td>
<td>28.9</td>
</tr>
<tr>
<td>46491 SEMIOTICA DEI NUOVI MEDIA (1)</td>
<td>81</td>
<td>26.7</td>
</tr>
<tr>
<td>69504 ANALISI DEI LINGUAGGI TELEVISIVI</td>
<td>45</td>
<td>28.2</td>
</tr>
<tr>
<td>69505 PSICOLOGIA DISCORSIVA (1)</td>
<td>59</td>
<td>27.2</td>
</tr>
<tr>
<td>69506 SOCIOSEMIOTICA (1)</td>
<td>11</td>
<td>29.8</td>
</tr>
</tbody>
</table>

*Note: no average grade is given if the number of exams passed is less than or equal to 5.

In case for one academic year the number of the incoming exchange students is equal to zero, the table not reporting the row; if this condition occurs for the three academic years 2010/11, 2011/12, and 2012/13, the table is not available at all.

*Note: in case the study plan of the exchange student provides course units offered by more Study Programmes, the student is reported in the statistics of all the Study Programmes involved.
D.2.4.2. OUTGOING EXCHANGE STUDENTS

The table shows the number of outgoing students participating in a certain academic year in one of the following international mobility exchange programmes: Erasmus Study, Erasmus Placement, Erasmus Mundus Action 2, Overseas.

The data is not including students participating to different mobility and educational activities in the context of further opportunity of studying abroad offered by the Study Programme, the School, and the University of Bologna (for example scholarships for the development of the thesis abroad are not included).

The data is provided by the AlmaRM application: system implemented by the University of Bologna in order to manage online student mobility programs.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated academic years.

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>Number of students taking part in the following exchange programmes *</th>
<th>Total number of exchange students</th>
<th>% participants (Participants of exchange programmes / Total number enrolled students)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total enrolled students</td>
<td>Erasmus Study</td>
<td>Erasmus Placement</td>
</tr>
<tr>
<td>a.y. 2011/2012 Study Programme</td>
<td>1122</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>660,8</td>
<td>16,6</td>
<td>1,2</td>
</tr>
<tr>
<td>a.y. 2012/2013 Study Programme</td>
<td>1230</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Average of similar Study Programmes</td>
<td>639,7</td>
<td>19</td>
<td>0,9</td>
</tr>
</tbody>
</table>

*Note: It should be noted that for the academic year 2011/2012 are not available the data related to the programmes Erasmus Placement and Action 2.
D.2.4.3. CREDITS OBTAINED ABROAD BY GRADUATES

The table shows the percentage of graduates in a certain calendar year with credits obtained abroad and registered in their students career.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated calendar years.

*Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)*

<table>
<thead>
<tr>
<th></th>
<th>N graduates</th>
<th>Graduates with credits acquired abroad</th>
<th>% graduates with credits acquired abroad on the total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Programme 2011</td>
<td>96</td>
<td>15</td>
<td>15,6%</td>
</tr>
<tr>
<td>Average of similar Study Programmes 2011</td>
<td>129,5</td>
<td>18,5</td>
<td>14,3%</td>
</tr>
<tr>
<td>Study Programme 2012</td>
<td>189</td>
<td>21</td>
<td>11,1%</td>
</tr>
<tr>
<td>Average of similar Study Programmes 2012</td>
<td>137,3</td>
<td>21,6</td>
<td>15,7%</td>
</tr>
<tr>
<td>Study Programme 2013</td>
<td>231</td>
<td>16</td>
<td>6,9%</td>
</tr>
<tr>
<td>Average of similar Study Programmes 2013</td>
<td>134,7</td>
<td>21,6</td>
<td>16,1%</td>
</tr>
</tbody>
</table>
D.3. OPINIONS OF GRADUATES AND ATTENDING STUDENTS

The tables and the graphs provide information on the number of graduates who expressed positive opinions on the Study Programme, focusing on opinions expressed by attending students on the course units.

D.3.1. OPINION OF GRADUATES

The graph shows the percentage of graduates (AlmaLaurea survey) who responded positively to the question: “Are you generally satisfied with the Study Programme”.

In addition, the table shows the percentage of students who answered “Yes, to the same programme at the university” to the question "Would you register again to the university?".

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), and the average of Study Programmes of the same class of other Italian universities for the graduates of the indicated years.

Graduates in 2013 who responded positively to the question: “Are you generally satisfied with this Study Programme?”

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)
### Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>N. graduates</th>
<th>Completed Questionnaires</th>
<th>% of positive answers to the question: “Are you generally satisfied with this Study Programme?”</th>
<th>% of answers &quot;yes to the same Programme in the same University&quot; to the question “Would you register again to the University”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Study Programme</td>
<td>96</td>
<td>91</td>
<td>72,5%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>129,4</td>
<td>119,7</td>
<td>81,3%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes of the same class in Italian Universities</td>
<td>1006</td>
<td>935</td>
<td>84,1%</td>
</tr>
<tr>
<td>2012</td>
<td>Study Programme</td>
<td>189</td>
<td>180</td>
<td>87,8%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>137,3</td>
<td>130,3</td>
<td>83,3%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes of the same class in Italian Universities</td>
<td>2164</td>
<td>2048</td>
<td>85,4%</td>
</tr>
<tr>
<td>2013</td>
<td>Study Programme</td>
<td>231</td>
<td>223</td>
<td>84,8%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>134,7</td>
<td>128,4</td>
<td>84,5%</td>
</tr>
<tr>
<td></td>
<td>Study Programmes of the same class in Italian Universities</td>
<td>3258</td>
<td>3070</td>
<td>84,6%</td>
</tr>
</tbody>
</table>

Note: The opinions of the Study Programmes with less than 5 graduates are not shown.

Further information on Graduates' Profile Report of AlmaLaurea.
D.3.2 ADDITIONAL DATA ON OPINIONS OF STUDENTS

D.3.2.1. OPINION OF ATTENDING STUDENTS

The graph shows the percentage of attending students who responded positively to the question in the questionnaire: “Are you generally satisfied with this course unit?” in the academic year 2012/2013.

The table also shows the number of completed questionnaires.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated academic years.

The data concerning the students’ opinion refers to the opinions of those attending lessons, whether they are enrolled in the current programme or a Study Programme running under pre-reform regulations (under ex D.M. 509).

The survey and subsequently analysis of the opinions of students attending the course is cared for the University of Bologna by Academic Affairs Division - Quality Assurance and Control and Finance Division - Support Planning and Evaluation Department. The overall results are available on the following link.

Students who responded positively to the question: “Are you generally satisfied with this course unit?” in academic year 2012/2013

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960) and of the Study Programme D.M. 509/99 Communication Sciences (code 0069)
## Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960) and of the Study Programme D.M. 509/99 Communication Sciences (code 0069)

<table>
<thead>
<tr>
<th>A.Y.</th>
<th>Study Programme</th>
<th>Number of completed questionnaires</th>
<th>% of positive answers concerning the overall organization of the Study Programme in the a.y. - Question 5</th>
<th>% of positive answers concerning the teachers adherence to the timetable of course unit - Question 7</th>
<th>% of positive answers concerning the delivering by the official teacher of the course unit – Question 8</th>
<th>% of positive answers concerning the teacher's availability to clarify topics and offer explanations – Question 10</th>
<th>% of positive answers concerning the workload required by the course unit - Question 14</th>
<th>% of positive answers concerning the general satisfaction with the course unit – Question 19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A.Y. 2010/2011</strong></td>
<td>Study Programme</td>
<td>1327</td>
<td>70,1%</td>
<td>91,8%</td>
<td>93,2%</td>
<td>92,0%</td>
<td>85,7%</td>
<td>80,0%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>1316,6</td>
<td>66,3%</td>
<td>94,8%</td>
<td>96,4%</td>
<td>94,5%</td>
<td>83,1%</td>
<td>83,8%</td>
</tr>
<tr>
<td><strong>A.Y. 2011/2012</strong></td>
<td>Study Programme</td>
<td>1492</td>
<td>68,5%</td>
<td>93,8%</td>
<td>96,1%</td>
<td>93,2%</td>
<td>85,0%</td>
<td>82,1%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>1651,7</td>
<td>69,3%</td>
<td>94,9%</td>
<td>96,2%</td>
<td>95,0%</td>
<td>83,4%</td>
<td>84,0%</td>
</tr>
<tr>
<td><strong>A.Y. 2012/2013</strong></td>
<td>Study Programme</td>
<td>1702</td>
<td>73,5%</td>
<td>91,7%</td>
<td>95,9%</td>
<td>95,0%</td>
<td>85,8%</td>
<td>83,7%</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>1649,2</td>
<td>72,2%</td>
<td>95,1%</td>
<td>96,7%</td>
<td>95,3%</td>
<td>83,8%</td>
<td>84,8%</td>
</tr>
</tbody>
</table>

When there is a small number of questionnaires, the percentage of positive opinions on overall satisfaction is not published.

Note: For completeness is reported the full texts of the query of the questionnaire in tab: number 5 “Is the overall organisation (classes, mid-term and final exams) of this academic year's courses acceptable?”, number 7 “Has the teacher observed the timetable of lessons?”, number 8 “Have all the lessons been carried out by the official teacher of this course?”, number 10 “Is the teacher actually available to clarify topics and offer explanations?”, number 14 “Is the workload required by this course proportionate to its number of university credits?”, and number 19 “On the whole, are you satisfied with the way this course has been taught?"
D.4. ENTRY INTO THE WORLD OF WORK

Employment situation of graduates of the Study Programme. The tables and the graphs provide information on the employment situation of graduates one year after graduating. Furthermore, provide the percentage of graduates who have obtained credits for the activity of curriculum internship during their students career.

D.4.1. EMPLOYMENT SITUATION

Employment situation of graduates one year after graduating.

The data is taken from the AlmaLaurea Report on the employment condition of the graduates.

The graph shows who working; who not working and is enrolled in a 2nd Cycle Study Programme; not working, and not seeking employment; not working, and seeking employment.

In addition, the table shows the number of interviewed, the percentage of who is following a university programme or traineeship and the appropriateness of their degree to the job.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), and the average of the Study Programmes of the same class in the Italian Universities for the indicated calendar years.

Employment situation of graduates in 2012 one year after graduating

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)
## Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>Study Programme</th>
<th>Employment and education situation (1)</th>
<th>Degree’s appropriateness for the job (referred to the graduates who just work) (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average of similar Study Programmes of the same class in Italian Universities</td>
<td>114.2</td>
<td>30.1%</td>
<td>15.7%</td>
</tr>
<tr>
<td>N graduates interviewed</td>
<td>80</td>
<td>28.8%</td>
<td>17.5%</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average of similar Study Programmes of the same class in Italian Universities</td>
<td>112.9</td>
<td>29.7%</td>
<td>15.2%</td>
</tr>
<tr>
<td>N graduates interviewed</td>
<td>151</td>
<td>31.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average of similar Study Programmes of the same class in Italian Universities</td>
<td>1856</td>
<td>30.2%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

The opinions of the Study Programmes with less than 5 graduates are not shown.

Notes to the AlmaLaurea Report of the Employment situation of the graduates:

1. “Employment and education situation”: the share of employed is given by the sum of those who are working and who are working and are enrolled in a 2nd Cycle degree. The share of enrolled in the 2nd Cycle degree is given by the sum of those who working and studying and those who only studying.

2. "Share of those who do not working, who are not seeking employment but who are following a university programme/traineeship": the definition includes those who are enrolled in traineeships, PhD degrees, specialisation schools, Italian "master universitari" (first and second level). The processing of this data complies with D.M. 544 /2007, as later provided in D.D. no. 61/2008 and most recent D.M. 17, 22 September 2010 and D.M. 50, 23 December 2010 (transparency requirements).

3. The evaluation of the effectiveness of the degree is obtained combining the request for the title of study at the work and the level of application of the skills learned at the university.

Further information on Graduates’ Employment report of AlmaLaurea.

See data of previous academic years – Study Programme D.M. 509/99 Communication Sciences (code 0069) paragraph D.5.4.1.
D.4.2. CREDITS OBTAINED BY GRADUATES THROUGH CURRICULUM INTERNSHIP ACTIVITY

The table shows the number of graduates, in a certain calendar year, who obtained credits for the activity of curricular internship, during their students career.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated calendar years.

Data of the Study Programme D.M. 270/04 Communication Sciences (code 0960)

<table>
<thead>
<tr>
<th></th>
<th>N. graduates</th>
<th>Graduates with credits acquired through internship activity (1)</th>
<th>Graduates with credits recognized as substitution of the internship activity (2)</th>
<th>% graduates with credits acquired through internship activity on the total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Study Programme</td>
<td>96</td>
<td>39</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>129,5</td>
<td>72,2</td>
<td>3,1</td>
</tr>
<tr>
<td>2012</td>
<td>Study Programme</td>
<td>189</td>
<td>83</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>137,3</td>
<td>72,9</td>
<td>3,3</td>
</tr>
<tr>
<td>2013</td>
<td>Study Programme</td>
<td>231</td>
<td>112</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Average of similar Study Programmes</td>
<td>134,7</td>
<td>74</td>
<td>4,7</td>
</tr>
</tbody>
</table>

Notes:
(1) The data refers to the graduates who have obtained credits in their students career for the activity defined as a trainship / stage / internship.
(2) The data refers to the graduates who have in their students career the activity defined as a trainship / stage / internship obtained as recognition.

The percentage in the last column shows the relation between the "Graduates with credits acquired through internship activity" and the "N. graduates".

D.5. INFORMATION ON PRE-REFORM PROGRAMMES (DM 509/99)

In case the data of the Study Programme are not available for three academic years reformed ex DM 270/04, the following paragraphs refer to the Study Programmes as they were presented prior to the reform.

D.5.1. STUDENTS STARTING THEIR UNIVERSITY CAREERS

Characteristics of incoming students at the beginning of their university careers. The tables and the graphs provide information on the number of registered students, focusing on the characteristics of the students, results of any entrance tests and the students assigned any additional learning requirements (OFA).

D.5.1.1. ENROLMENTS AND REGISTRATIONS

Data of enrolments and registrations of the last three academic years are shown in paragraph D.1.1.

D.5.1.2. ADDITIONAL DATA ON STUDENTS’ STARTING THEIR UNIVERSITY CAREERS

D.5.1.2.1. CANDIDATES REGISTERED FOR THE ENTRANCE EXAM

Data of candidates registered for the entrance exam are shown in paragraph D.1.2.1.

D.5.1.2.2. INCOMING STUDENTS

Data of incoming students of the last three academic years are shown in paragraph D.1.2.2.
D.5.2. REGULARITY OF STUDIES

Insight into the regularity with which the students pass their exams. The tables and the graphs provide information on the number of students who leave the programme after the first year and the number of regular graduates, focusing on the number of credits obtained at the end of the first year, on the exams passed, average grade achieved for each course unit and exchange students’ data.

D.5.2.1. STUDENTS LEAVING THE PROGRAMME BETWEEN YEARS 1 AND 2

Data of students leaving the Study Programme of the last three academic years are shown in paragraph D.2.1.

D.5.2.2. REGULAR GRADUATES

Data of regular graduates of the last three academic years are shown in paragraph D.2.2.

D.5.2.3. ADDITIONAL DATA ON REGULARITY OF STUDIES

D.5.2.3.1. CREDITS OBTAINED BY STUDENTS IN THE 1ST YEAR

Data of credits obtained by students in the 1st year of the last three academic years are shown in paragraph D.2.3.1.

D.5.2.3.2. EXAMS PASSED AND AVERAGE GRADE

Data of exams passed and average grade are shown in paragraph D.2.3.2.

D.5.2.4. ADDITIONAL DATA ON INTERNATIONALIZATION

D.5.2.4.1. EXAMS PASSED BY THE INCOMING EXCHANGE STUDENTS

Data of exams passed by the incoming exchange students of the last three academic years are shown in paragraph D.2.4.1.

D.5.2.4.2. OUTGOING EXCHANGE STUDENTS

Data of outgoing exchange students of the last three academic years are shown in paragraph D.2.4.2.

D.5.2.4.3. CREDITS OBTAINED ABROAD BY GRADUATES

Data of credits obtained abroad by graduates of the last three academic years are shown in paragraph D.2.4.3.

D.5.3. OPINIONS OF ATTENDING STUDENTS AND GRADUATES

The tables and the graphs provide information on the number of graduates who expressed positive opinions on the Study Programme, focusing on opinions expressed by attending students on the course units.

D.5.3.1. OPINION OF GRADUATES

Data of opinion of graduates are shown in paragraph D.3.1.

D.5.3.2 ADDITIONAL DATA ON OPINIONS OF STUDENTS

D.5.3.2.1. OPINION OF ATTENDING STUDENTS

Data of opinion of attending students of the last three academic years are shown in paragraph D.3.2.1.
D.5.4. ENTRY INTO THE WORLD OF WORK

Employment situation of graduates of the Study Programme.
Tables and graphs provide information on the employment situation of graduates one year after graduating.

D.5.4.1. EMPLOYMENT SITUATION

Employment situation of graduates one year after graduating.
The data is taken from the AlmaLaurea Report on the employment condition of the graduates.
The graph shows who working; who not working and is enrolled in a 2nd Cycle Study Programme; not working, and not seeking employment; not working, and seeking employment.
In addition, the table shows the number of interviewed, the percentage of who is following a university programme or traineeship and the appropriateness of their degree to the job.
The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), and the average of the Study Programmes of the same class in the Italian Universities for the indicated calendar years.

Employment situation of graduates in 2010 one year after graduating

Data of the Study Programme D.M. 509/99 Communication Sciences (code 0069)

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>Study Programme</th>
<th>Average of similar Study Programmes</th>
<th>Study Programmes of the same class in Italian Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Study Programme</td>
<td>Average of similar Study Programmes</td>
<td>Study Programmes of the same class in Italian Universities</td>
</tr>
<tr>
<td>N. graduates interviewed</td>
<td>Working and not enrolled in a 2nd Cycle Study Programme</td>
<td>Working and enrolled in a 2nd Cycle Study Programme</td>
<td>Not working and enrolled in a 2nd Cycle Study Programme</td>
</tr>
<tr>
<td>157</td>
<td>35,0% 15,9%</td>
<td>31,7% 14,1% 25,5%</td>
<td>34,8% 26,7% 6,4% 17,2% 21,7% 24,4% 34,6%</td>
</tr>
<tr>
<td>105,8</td>
<td>31,7% 14,1%</td>
<td>31,7% 15,9% 34,8%</td>
<td>6,1% 11,5% 26,7% 32,4% 25,8%</td>
</tr>
<tr>
<td>4693</td>
<td>36,5% 14,1%</td>
<td>36,5% 14,1% 26,7%</td>
<td>5,6% 17,2% 15,6% 22,8% 40,3%</td>
</tr>
</tbody>
</table>
The opinions of the Study Programmes with less than 5 graduates are not shown.

Notes to the AlmaLaurea Report of the Employment situation of the graduates

(1) “Employment and education situation”: the share of employed is given by the sum of those who are working and who are working and are enrolled in a 2nd Cycle degree. The share of enrolled in the 2nd Cycle degree is given by the sum of those who working and studying and those who only studying.

(2) "Share of those who do not work, who are not seeking employment but who are following a university programme/traineeship": the definition includes those who are enrolled in traineeships, PhD degrees, specialisation schools, Italian "master universitari" (first and second level). The processing of this data complies with D.M. 544 /2007, as later provided in D.D. no. 61/2008 and most recent D.M. 17, 22 September 2010 and D.M. 50, 23 December 2010 (transparency requirements).

(3) The evaluation of the effectiveness of the degree is obtained combining the request for the title of study at the work and the level of application of the skills learned at the university.

Further information on Graduates’ Employment report of AlmaLaurea.

Go back to D.4.1. Employment situation

D.5.4.2. CREDITS OBTAINED BY GRADUATES THROUGH CURRICULUM INTERNSHIP ACTIVITY

Data of credits obtained by graduates through curriculum internship activity are shown in paragraph D.4.2.
The University of Bologna has identified its objectives as the personal, cultural and professional growth of students and the improvement of the quality of learning, also in relation to the needs of society (Strategic Plan 2013/2015). Students, employers and society as a whole, have the right to effective learning for individual and intellectual growth, to develop critical sense and to prepare for the world of work.

In the Statute and the Strategic Plan 2013/2015 the University of Bologna acknowledges its responsibility in guaranteeing the quality of its study programmes, and for this purpose adopts an "internal quality assurance system".

The Internal Quality Assurance system

The internal quality assurance system is a set of processes and responsibilities adopted to guarantee the quality of Study Programmes at the University of Bologna. The guarantee of the quality of a Study Programme is the correspondence of the results achieved with the set objectives, in the following phases:

- Plan: defining the objectives
- Do: implementing the planned actions
- Check: checking that the objectives have been achieved
- Act: planning improvement action

This path responds to the expectations of students, guides teaching behaviour and provides indicators for the assessment of results. Self-assessment is based on the analysis of significant data (for example, the number of students graduating in line with the exam schedule, students’ opinions and the employment rates of graduates) and highlights strengths and weaknesses in order to reflect on the achieved results, critically consider one's own working methods and take steps for the continual improvement of the Programme. This path involves all educational stakeholders, including students, in order to make use of the contributions of everyone with first-hand knowledge of the Study Programme. Improvement is therefore a day to day development, concerning all aspects of teaching: from the lesson timetable to the publication of on-line programmes, from classroom management to exam methods, and the actual design of the Programme.

This is what happens in each phase:

- **Planning**: the Study Programme is the result of a proposal from the teaching structures and approved by the Academic Bodies.
- **Management**: Schools, Departments and Study Programmes manage the activities required to ensure teaching. The activities are organised as follows:
## What we do

<table>
<thead>
<tr>
<th>What we do</th>
<th>Professors</th>
<th>Study Programme</th>
<th>Schools</th>
<th>Departments</th>
<th>General Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching calendar, lessons programme and exam schedules</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management of financial resources</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classroom teaching</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management of classrooms and laboratories</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Libraries and study rooms</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Approval of individual study plans</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication and information</td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Guidance service</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Internships</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Administrative services: Student Administration Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Administrative services: Degree programme office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Study grants and loans ad honorem</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Academic Affairs Division</td>
</tr>
<tr>
<td>Student mobility: university subsidies and programmes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>International Relations Division</td>
</tr>
<tr>
<td>Mobility: study grants for dissertations abroad</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility: authorisations and recognitions</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other students support services</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

• **Internal assessment:** every Study Programme periodically assesses its own results, evaluating, for example, the number of enrolled students, the number of withdrawing students, student opinions etc.; in this way, the strengths and weaknesses, as well as any implemented improvement actions, are highlighted. This phase is organised as follows:
<table>
<thead>
<tr>
<th><strong>What we do</strong></th>
<th><strong>Who does what</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition, gathering and publication of evaluation data</strong></td>
<td>Academic Bodies</td>
</tr>
<tr>
<td>According to the general guidelines of the University and national and international standards, are defined the tools through which should be evaluated the results (indicators). The survey data to be evaluate are published every year on the Report of the Study Program.</td>
<td></td>
</tr>
</tbody>
</table>

**Self-Assessment**

The Schools and Study Programmes assess the effectiveness of the previously adopted solutions, analyse the progress of their learning activities and draw up proposals for improvement.

**Internal audit**

The results of the self-assessment process are reviewed in the following phases:

- **Analysis**: the University Quality Manager analyses the review documents, considering the ability to identify problems, propose solutions and the overall development of the internal quality assurance system.
  - Quality Manager

- **Review**: The observations on the results obtained and the good practices adopted are examined together with the persons in charge of the Schools and Study Programmes in meetings organised by scientific-disciplinary field. The persons in charge receive the observations and inputs on the areas for development and the actions to be adopted in future to improve results.
  - Vice Rector for Teaching and Education
  - Academic Bodies

- **Sharing**: the conclusions of the review activities are submitted to the Academic Bodies and the University Evaluation Board.

**Improvement**: on the basis of the results of the internal audit, the Schools and Study Programmes plan improvement activities, to ensure that the Study Programmes increasingly respond to the needs of society. The cycle then starts over again, with the definition of actions to be implemented, the results of which are in turn verified, in a continuous path that guarantees the quality of education.
F. GLOSSARY TERMS

Additional Learning Requirements

Students enrolling in the first year of a first cycle or single cycle degree and who, following the results of the entrance exams established for each study programme, do not possess the knowledge required for access to the programme, are assigned additional learning requirements (OFA).

The OFA are fulfilled by passing an assessment test defined by the programme.

The non-fulfilment of the requirements by the date set by the Academic Bodies and published on the University Portal will lead to the re-enrolment in the first year of the programme.

AlmaLaurea

AlmaLaurea is an innovative online database service of graduates’ curriculum vitae (1,890,000 CVs, from 64 Italian universities as of 26/05/2014), which offers a link between graduates, universities and businesses.

Created in 1994 on the initiative of the Statistical Observatory of the University of Bologna, managed by a consortium of Italian universities with the support of the Ministry of Education, University and Research, the purpose AlmaLaurea is to act as a point of contact between businesses and graduates, a reference within universities for anyone (students, businesses, etc.) working in the field of university studies, employment and the condition of young people at different levels.

Average of similar study programmes (belonging to the same group)

Average of the Study Programmes (which belong to the subject group)

Calculated average which refers to all study programmes of the same cycle which belong to the subject group.

There are four groups, composed as follows:

- **BIOMEDICAL** group: Study Programmes of the Schools of Pharmacy, Biotechnology and Sport Science; Medicine; Agriculture and Veterinary Medicine
- **SCIENTIFIC-TECHNOLOGICAL** group: Study Programmes of the Schools of Engineering and Architecture; Sciences
- **SOCIAL SCIENCES** group: Study Programmes of the Schools of Economics, Management, and Statistics; Law, Political Sciences
- **HUMANITIES** group: Study Programmes of the Schools of Arts, Humanities, and Cultural Heritage; Foreign Languages and Literatures, Interpreting and Translation; Psychology and Education

CFU University Learning Credits

University Learning Credits (CFU) were introduced under Italian Ministerial Decree no. 509/99 to comply with European legislation, and are a measurement of the volume of learning, including individual study, required of students; generally 1 CFU corresponds to 25 hours of a student’s “overall learning effort”.

Class

Degree classes group together study programmes of the same level and with the same key learning outcomes and available learning activities for a given number of credits and in sectors which are identified as indispensable. The features of the classes are set nationally, by Ministerial Decree, and are therefore common to all universities.

Cohort

Cohort refers to a group of students enrolled in the same academic year.

Enrolment status

In terms of enrolment, students may be:

- **Regularly enrolled**: students enrolled for as many or fewer years than the legal duration of the study programme, who do not fall into any of the following categories;
- **Not aligned with the exam schedule**: students who, without having graduated, have enrolled in all the years of the study programme and which, for programmes with compulsory attendance, have obtained all attendance certificates;
- **Repeating**: students re-enrolling in the same year of a programme again. Starting from academic year 2009-2010, students who have not fulfilled the assigned additional learning requirements within the deadline have to enrol in the 1st year as repeating students.

Entrance exam

Enrolment in a study programme may be free access or restricted access.
For all programmes with restricted access, candidates are required to sit an entrance exam and there are a limited number of places available. The entrance exam is a test which is used to draw up a graded list of candidates; students may enrol in the programme according to their place in the list. The methods of managing the call for applications and the list of candidates, including the methods for filling any unclaimed places, may vary from year to year. The test may be specific to a Degree Programme or may be part of a single exam covering several programmes from the same university or from other universities (during the registration the students should indicate their first choice).

The following definitions apply:

**Available places** = the number of places laid down in the call for applications to the Study Programme, or determined by subsequent legal provisions; these exclude any additional places reserved according to special provisions of the programme (e.g. for international study programmes, they do not include places for foreign students selected from other universities; for all programmes with restricted access regulated nationally, these do not include the places reserved for transferring students).

**Number of candidates for the exam** = number of students registered for the exam indicating the study programme as their first choice;

**Number of participants in the exam** = number of students participating in the exam indicating the study programme as their first choice;

**Number of participants in the exam for every available place** = number of students participating in the exam who indicated the study programme as their first choice as a ratio of the number of places available on the programme.

First year enrolments

This includes all students enrolled in the first year, including those joining the study programme in its first year through transferrals, as well as those enrolled in the first year but not for the first time (e.g. repeating students).

New Careers

Students who start a new university career (excluding transfers) from year one in a second cycle programme.

Passages and transfers

**Passage:** when a student applies to move to a different study programme from the one enrolled in the previous year, within the same university.

**Transfer:** when a student transfers from a study programme in one university to any programme in another university.

Registered students

Students who begin a career in the Italian University System for the first time and who enrol in the first year (i.e. for whom no previous university careers are recorded) of a First Cycle (L509, L) or Single Cycle programme (LSCU, LMCU)

University DataWarehouse

In information service for the managers of the University of Bologna organisational departments which gathers, integrates and reorganises data from various sources and makes it available for analysis and evaluation for the purposes of planning and decision-making.

Withdrawal

Suspension of studies by students who do not register in the next academic year, or who drop out from the degree programme.